

Case study

AmBank enhances trade finance to drive growth



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Zainol Zainuddin

Head of IT and SVP,
Wholesale Banking and
Islamic Banking
AmBank Group

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AmBank Group

About AmBank

AmBank provides retail and wholesale banking services through a network of more than 175 branches and electronic banking centres, a 24-hour contact centre and digital banking channels. The bank is part of the AmBank Group, one of Malaysia’s leading financial services groups.

The challenge

To support its strategy of becoming the fourth largest bank in Malaysia, AmBank is working hard to grow its asset and customer base, while maintaining strong profit margins. As part of this drive, the bank has focused on enhancing the wholesale banking experience—optimising systems and processes to unlock new efficiencies and support excellent customer service.

The solution

With Misys FusionBanking Trade Innovation, AmBank has the strong back-office foundation it needs to deliver efficient and responsive trade finance services to wholesale banking customers. From a single platform, the bank can manage a full portfolio of trade services, including domestic sales and purchase financing, import and export financing, structured trade, trade advisory and Islamic banking. On the front end, AmBank has also introduced a trade portal, built on Misys FusionBanking Corporate Channels.

The result

As AmBank continues to refine systems and processes, it will benefit from greater agility, increased efficiency and lower costs. Keeping its trade finance services on the cutting edge strengthens AmBank’s value proposition to wholesale customers, helping support the bank’s broader strategy of moving closer to the top of Malaysia’s banking market.

www.ambank.com.my

“We know we can count on the latest Misys technology to drive efficient trade operations.”

Zainol Zainuddin

Head of IT and SVP, Wholesale Banking and Islamic Banking
AmBank Group

AmBank trusts Misys technology to drive efficient trade finance operations and excellent customer service

The challenge

AmBank is on a mission to become the fourth biggest bank in Malaysia within the next four years, by strengthening its business and growing customer numbers and revenues.

Zainol Zainuddin, Head of IT and SVP, Wholesale Banking and Islamic Banking at AmBank Group, explains: “To climb to the fourth rank in the market we have launched a 4x4 strategy, which is focused on optimising four core areas of operations: increasing deposits, taking on more small and medium-sized enterprise (SME) customers, cutting costs, and building a strong service-oriented culture.”

To achieve these goals against a backdrop of fierce market competition and challenging economic conditions, AmBank is working to drive new efficiencies, maximise profitability and ensure excellent customer service.

“We face many challenges, including sluggish growth, low interest rates and very aggressive competition,” notes Zainol Zainuddin. “To meet our strategic objectives, we need to make the most of each opportunity to capture new business and improve margin—and we can only do so with a strong IT foundation in place.”

The solution

To support productive and profitable wholesale banking operations, AmBank has been using Misys FusionBanking Trade Innovation as its core trade finance platform for many years.

The bank takes advantage of the solution to support a range of trade services, including domestic sales and purchase financing, import and export financing, structured trade, and trade advisory as well as Islamic banking.

Zainol Zainuddin comments: “Misys FusionBanking Trade Innovation is a very stable platform, which is why we continue to use it today. We also like how easy it is to enhance processes to meet the changing requirements of the business.”

In the near future, AmBank is planning an upgrade to the latest version of FusionBanking Trade Innovation, and will work closely with Misys to make sure that the move goes smoothly.

“Misys have been a very good partner to us, and have gone far beyond selling us a solution—we feel that the team cares about our business,” says Zainol Zainuddin. “They have already provided great assistance in helping us prepare a roadmap for the upgrade, and we know we can count on the latest Misys technology to drive efficient trade operations.”

Rising to the top

AmBank’s focus on continuous improvement will ensure that the bank is well-prepared to meet evolving market conditions and customer requirements, and stay on track for success.

“The FusionBanking Trade Innovation upgrade is just one part of a much wider programme of improvement to our systems, processes and people,” remarks Zainol Zainuddin. “The enhancements we are making will enable us to add greater value for our customers and help to position AmBank as a go-to provider of banking services.”

By providing a more efficient and responsive trade finance experience, AmBank’s wholesale banking division is helping support the bank’s wider goal of growing its customer base and revenues.

Zainol Zainuddin concludes: “Having a solid technology backbone helps us run more productively, and gives us the control and insight we need to focus on delivering a best-in-class customer experience. With solutions such as Misys FusionBanking Trade Innovation, we can make the most of opportunities to run a better business and grow to become one of the top four banks in Malaysia.”

About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk management solutions available on the market. With 2,000 customers in 125 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit misys.com and follow us [@MisysFS](https://twitter.com/MisysFS) on Twitter.

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Corporate headquarters

One Kingdom Street
Paddington
London W2 6BL

T +44 20 3320 5000

