



**Misys BankFusion named Core Banking Market Leader
in Middle East by independent analyst firm**

“xCelent Customer Base Award” for Misys

Dubai, United Arab Emirates – 27 March 2014 – Misys BankFusion, the award-winning [core banking](#) platform, has been ranked the Core Banking Market Leader in Eastern Europe, Middle East, and Africa (EEMEA) and awarded the “xCelent Customer Base Award” for EEMEA. The report, “The Big Leagues 2013” by Celent, a research and consulting firm, assessed global core banking vendors in terms of sales and deals won in the 12 months ending 30 June 2013.

The report highlighted: *“Misys is the only vendor in this report whose deals covered every module, a good sign of its ability to service a diverse group of institutions and environments...Misys is also a leader based on total countries served.”*

Mark Yamin-Ali, Global Sales Director, Core Banking, Misys commented “In today’s competitive environment, banks need to create sustainable differentiation; they are looking for modern, componentised systems which allow them to create and manage products, workflows and processes in a more agile way.”

There are many banks in the Middle East using Misys BankFusion which have seen exceptional results, for example Qatar National Bank (QNB) has been named “World’s Strongest Bank” and “Best Bank in the Middle East”, as well as “Best Bank in Qatar”.

Yamin-Ali added “We’re delighted to be working with the Middle East’s leading financial institutions, to help them create world-class banking systems and define the future of banking in the region.”

Misys BankFusion is the most technologically advanced and customer-centric core banking platform on the market and has been developed using the experience and knowledge gained from more than 400 banks running mission-critical core banking operations with Misys products. With over 80 banks signed globally to-date, Misys BankFusion allows banks

to design and launch new customer products in a matter of days, meaning banks can outperform the competition and respond rapidly to evolving customer needs.

CEB TowerGroup recently named Misys BankFusion the 'Best-in-Class' solution for large banks, scoring "perfect marks" for all attributes relating to customer-centricity. In October 2013, Misys BankFusion was awarded first place in the Readers' Choice 'Best Core Banking product or Service' category at the annual *Banking Technology Awards*. The Readers' Choice categories are the only awards voted for by banking industry participants.

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About Misys

Misys provides the broadest portfolio of banking, treasury, trading and risk management solutions available on the market. More than 1,900 banks and financial institutions use Misys software to run their businesses, all benefitting from the continual investment in innovation and product quality. Misys solutions create value across banking and trading book operations, underpinned by the deep domain expertise and experience of Misys employees and partners who help ensure customers get maximum benefit from the solutions and operate more effectively.

With high quality products and support, Misys customers are able to grow and protect their long-term technology investments. Misys has the broadest range of solutions available to meet the most complex requirements. Visit www.misys.com to see how Misys and its extensive network of partners can add value to the financial services industry.