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Lebanon's Al-Mawarid Bank transforms mobile and online banking for its customers with next-generation solution from Misys

Beirut, Lebanon – 29 January 2015 – Misys, the leading [financial software company](#), today announced that Al-Mawarid Bank, a leading Lebanese commercial bank, has selected [Misys FusionBanking Essence Digital](#) to transform its mobile and online banking offering for consumers.

With the growing digital landscape in Lebanon, Al-Mawarid Bank has decided to join this digital wave and offer a unique digital experience to its customers. Misys FusionBanking Essence Digital is a portfolio of award-winning [mobile banking](#) and [online banking](#) solutions. It is recognised for providing a unique customer experience, enabling banks to use digital channels as a successful sales channels. Misys' solutions focus on differentiating banks' propositions, driving new sales and building customer advocacy. By using the most innovative techniques including gamification, geo-location and social media integration, banks can exceed the expectations of their customers today and in the future.

Commenting on the agreement, Nahla Khaddaj BouDiab, Chief Operating Officer at Al-Mawarid Bank said: "Al-Mawarid Bank has a commitment to its customers to provide personalised assistance, high quality products and to continually innovate. The digital transformation with Misys will underpin this initiative. Misys FusionBanking Essence Digital will enable us to identify customer needs, personalise offerings, generate leads and drive new sales. Moving beyond transaction-based 'first generation' digital strategies will set us apart from other banks in the region, with a compelling proposition for the younger generation of consumers".

"Digital is the future of banking", states Fady Fiani, Sales Director, Levant & South Asia at Misys. "Smartphone banking is the new playing field on which banks will compete. Al-Mawarid is investing in its IT platforms to become a digital banking leader in Lebanon, and create a truly differentiated customer experience. Misys has been a technology partner to Al-Mawarid Bank for over 20 years and we are delighted to support the bank on this digital transformation."



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Al-Mawarid Bank is a long-standing Misys customer, relying on core banking, branch management, trade finance, and now digital banking solutions from the international vendor. The implementation is already underway, and the digital solutions are being integrated with the bank's core banking system, Misys FusionBanking Equation.

Misys is a trusted partner to many of the Lebanese banks. With an office in Beirut, Misys supports most of the leading banks in the country.

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About Al-Mawarid Bank S.A.L.

Al-Mawarid Bank S.A.L. was established in 1980 and has experienced large year on year intrinsic growth since then. This impressive performance can be attributed to the Bank's sound management structure coupled with their philosophy that customer satisfaction comes first. Another factor has been the commitment of their shareholders, who are encouraged to re-invest all profits to support the Bank's ongoing expansion scheme. The shareholders have also demonstrated their commitment to the Bank by raising capital from their personal funds whenever expansion plans warranted additional capital injection.

Al-Mawarid Bank S.A.L. has an 18-branch network in Lebanon covering most major cities and residential areas. Aside from basic banking services, Al-Mawarid Bank S.A.L. scope of operations includes as well insurance brokerage.

About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 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 www.misys.com and follow [@MisysFS](https://twitter.com/MisysFS) on Twitter.