

**CASE STUDY**

## AmBank Enhances Trade Finance to Drive Growth

“

With solutions such as Fusion 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.”

Zainol Zainuddin

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

( THE FUTURE OF FINANCE IS OPEN



## At a Glance

### Products

- Fusion Trade Innovation
- Fusion Corporate Channels

“

Finastra 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.”

Zainol Zainuddin

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

### About AmBank

AmBank provides retail and wholesale banking services through a network of more than 175 branches and electronic banking centers, a 24-hour contact center 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—optimizing systems and processes to unlock new efficiencies and support excellent customer service.

### The Solution

With Fusion 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 Fusion 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.

[ambank.com.my](http://ambank.com.my)

“

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

Zainol Zainuddin

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

## AmBank trusts Finastra 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 optimizing 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, maximize 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 Fusion 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: “FusionTrade 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 Fusion Trade Innovation, and will work closely with Finastra to make sure that the move goes smoothly.

“Finastra 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 Finastra 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 Fusion Trade Innovation upgrade is just one part of a much wider program 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 Fusion 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 Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today – spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location – from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 48 of the world's top 50 banks use Finastra technology. Please visit [finastra.com](http://finastra.com)

Finastra and the Finastra 'ribbon' mark are trademarks of the Finastra group companies.  
© 2018 Finastra. All rights reserved.

## Corporate Headquarters

4 Kingdom Street  
Paddington  
London W2 6BD  
United Kingdom

T: +44 20 3320 5000

