

**CASE STUDY**

# HBL Goes Digital to Grow its Corporate Banking Business



We want to expand our corporate customer base by more than 65%, and Fusion Corporate Channels will play a key role in helping us to meet this growth objective.”

Fareed Hosain  
Chief Information Officer, HBL

**THE FUTURE OF  
FINANCE IS OPEN**



## At a Glance

### Products

- Fusion Corporate Channels:
  - Trade Services
  - Cash Management
- Fusion Trade Innovation
- Fusion Equation
- Fusion Message Manager
- Fusion Risk



We will be able to shape a better banking experience for corporate clients by giving them the ability to manage a variety of payments and activities from a single, online portal.”

### Faiq Sadiq

Head of Payment Services, HBL

### About HBL

Founded in 1941, HBL was the first commercial bank to be established in Pakistan and has grown to become the country's largest privatized bank. HBL operates a network of more than 1,600 branches and 1,700 ATMs across Pakistan, and maintains a presence in 18 countries around the world.

### The Challenge

With today's corporate customers demanding more from banks, institutions that fail to meet the need for fast, easily accessible cash management and trade services risk falling behind the pack. To win more business, HBL sought to give its corporate customers a more convenient way to bank, and to automate cash management and trade finance transactions—all while tightening control over internal risk management.

### The Solution

HBL is working to enhance its corporate banking offering by bringing together trade services, cash management and supply chain finance onto a single digital platform—Fusion Corporate Channels. This will allow the bank to offer corporate customers a convenient and consistent way to oversee and manage their global financial activity and cash positions from a single online banking application. Additionally, HBL will introduce Fusion Risk solutions to build a better picture of risk exposure and sharpen decision-making.

### The Result

Offering unified online channels for trade, cash management and supply chain finance will boost HBL's value proposition to corporate customers and give it a valuable advantage over competitors. The bank expects the new services to help it expand its corporate customer base by more than 65%, which will deliver an important boost to revenues and market share. An integrated approach to risk management will help HBL fine-tune its risk strategy and optimize capital allocations, potentially freeing up more capital for investment in the business.

[hbl.com](https://www.hbl.com)



**With Fusion Corporate Channels  
we can provide customers with a much  
richer banking experience.”**

**Fareed Hosain**

Chief Information Officer, HBL

## **HBL is uniting trade finance, cash management and supply chain finance services in a single online portal to shape a better banking experience for corporate clients**

### **The Challenge**

To win over corporate clients, who have come to expect fast access to banking services—anytime and anywhere—HBL wanted to deliver a more seamless online banking experience that connected customers to all the services they required, from a single location.

Fareed Hosain, Chief Information Officer at HBL, elaborates: “Today’s customers want more from their banks, and if we cannot meet those expectations, there is a risk that customers will turn to another provider. Offering corporate customers an easier way to bank online would give us a unique selling point over competitors.”

HBL already had the trade module of the Finastra online banking platform, enabling customers to manage trade transactions. It sought to extend the platform to cover cash management and supply chain services.

“At the moment, we only offer cash and supply chain services in branch,” notes Fareed Hosain. “By incorporating these services into the same online solution as trade, we could give customers an easier, more efficient way to manage financial operations and optimize working capital and liquidity.”

Introducing new digital channels would allow HBL to expand its market reach, for example in the telecoms sector, opening up new growth opportunities.

With its business expanding, HBL wanted to adopt a more strategic approach to risk management, which would allow it to improve operational insight, better manage capital and satisfy regulatory demands.

### **The Solution**

HBL has taken advantage of Finastra solutions to manage its core banking operations for more than a decade.

With its sights set on enhancing corporate banking offerings, HBL turned to Finastra again, selecting Fusion Corporate Channels.

To drive rapid time-to-value for the new Finastra solutions, the HBL team adopted an agile approach to the project, using minimal interfaces and customization. This has allowed the bank to go live with certain functionality in just four months, and add extra features as needed.

“The Finastra solution is so functionally rich that there isn’t much we need to do in terms of customization,” says Fareed Hosain. “The Finastra team really helped with the heavy lifting of integration and testing. This took a lot of pressure off our IT team, which was a huge plus.”

Using the next-generation portal technology provided by Fusion Corporate Channels, HBL can augment existing trade services with supply chain finance and cash management.

Currently, the majority of the bank’s corporate clients have access to the HBL trade portal and regularly use it for trade-related operations. Adding cash services and supply chain finance will enhance the value delivered to clients.

Another important project HBL embarked on was improving risk management. It is implementing Fusion Risk to help with Basel calculations, capital calculations, and asset liability management.

### **Supercharging Client Efficiency**

In addition to introducing new corporate channels, HBL plans to integrate back-office workflows from enterprise applications, including customer ERP systems.

Clients will benefit from a unified front-end experience, combined with tight back-office integration, straight through processing and process automation. All of this will help HBL customers to work more effectively.

Faiq Sadiq, Head of Payment Services at HBL, remarks: “We will be able to shape a better banking experience for corporate clients by giving them the ability to manage a variety of payments and activities from a single, online portal. Not only will this help clients work more efficiently, it will serve as a valuable new revenue stream for HBL.”

Additionally, ERP integration will make it much quicker and easier for clients to execute transactions, process cash operations and monitor account balances.

Clients will no longer have to move from system to system to make a payment, for instance. They can simply authorize the transaction in their ERP system and it will be automatically executed from the HBL payments platform. This will boost the efficiency of customers’ operations, helping them run better businesses.



# Innovative and convenient corporate banking services will help HBL stay one step ahead of the competition and win valuable market share



With Fusion Corporate Channels, we can deliver innovative solutions that respond to real customer needs. This will help HBL stand out from the competition and win over new customers.”

**Faiq Sadiq**

Head of Payment Services, HBL

## Reducing Risk

By providing up-to-the-minute insight into credit, market and liquidity risk, and powerful calculation tools, HBL will be able to better anticipate possible threats, identify key opportunities and optimize capital allocation.

Having a complete picture of our exposures will make it easier for teams to understand and analyze risk. Timely and accurate insights will allow HBL to optimize capital allocation. This will help free up more capital for investment in the business, and maximize returns for the bank and its shareholders.

Importantly, establishing a more strategic approach to risk management will make it easier for HBL to meet ever-evolving regulatory demands.

“Being the largest bank in Pakistan opens us up to a higher degree of regulatory scrutiny—our regulators expect more from us,” notes Fareed Hosain. “Fusion Risk will allow us to be much more detailed in our measurements and reporting, so we can be sure to remain compliant with regulatory requirements.”

## Staying Ahead of Competition

Innovative digital services, underpinned by leading Fusion technology, will give HBL a unique advantage over competitors, helping the bank to win all-important market share and cement its leadership position in Pakistan’s banking sector.

In particular, HBL anticipates that offering ERP integration and straight through processing will serve as key differentiators, as many other banks do not currently provide such services to corporate customers.

“With Fusion Corporate Channels, we can deliver innovative solutions that respond to real customer needs. This will help HBL stand out from the competition and win over new customers,” states Faiq Sadiq.

## Reaching out to More Customers

The ability to provide customers with a single, integrated portal for conducting finance activities will act as a powerful sales tool, helping HBL to attract more corporate clients.

As many of the bank’s customers are international firms, they need access to data not just in Pakistan, but internationally as well. Using Fusion Corporate Channels, HBL will be able to better support its customers’ global business, giving them access to a solution that is tightly integrated with core banking systems and other platforms, anywhere and anytime.

In particular, the introduction of supply chain finance services will open up new opportunities for the bank.

Fareed Hosain concludes: “In the next three years, we want to expand our corporate customer base by more than 65%, and Fusion Corporate Channels will play a key role in helping us to meet this growth objective. The future holds exciting possibilities for expansion; by continuing to deliver superior corporate banking offerings, we will be well-placed to seize these opportunities and keep HBL on track for success.”

## 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](https://finastra.com)

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## Corporate Headquarters

4 Kingdom Street  
Paddington  
London W2 6BD  
United Kingdom

T: +44 20 3320 5000

