

**CASE STUDY**

# **AM Bank Builds Next-Generation Digital Banking Services with Finastra**



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**Nahla Bou-Diab**  
Deputy General Manager – COO,  
AM Bank

**( THE FUTURE OF  
FINANCE IS OPEN**



## Solution

- Fusion Equation
- Fusion Digital Channels
- Fusion Digital Platform
- Fusion Trade Innovation



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### Nahla Bou-Diab

Deputy General Manager – COO,  
AM Bank

## At a Glance

### About AM Bank

Established in 1980, AM Bank is one of Lebanon's most awarded banks and offers a wide range of corporate, personal and private banking services. As a leading financial services provider, AM Bank is committed to delivering excellent customer service through innovation.

### The Challenge

Hungry for 24/7 access to financial products and services, more people around the world are choosing to bank online and via mobile devices. To inspire a new generation of consumers to use its products and nurture the loyalty of existing customers, AM Bank set out to develop cutting-edge digital banking services and reveal new opportunities to increase market share.

### The Solution

As the first step in its digital transformation journey, AM Bank leveraged Finastra's Fusion Advance services to upgrade its core banking platform to Fusion Equation 4.3 to drive digital innovation and equip the bank with a cutting-edge, compliant and flexible core banking system. With Fusion Digital powering the development of its online and mobile banking applications, AM Bank can now provide customers with a host of feature-rich, personalized banking services at the touch of a button. To strengthen its trade finance offerings, the bank also upgraded its platform to Fusion Trade Innovation ahead of recent changes to SWIFT regulations.

### The Result

Designed to meet the needs of digitally-savvy consumers, AM Bank's new mobile and online banking applications are helping the bank to both reach out to a broader customer base and strengthen its foothold in the Lebanese banking sector. Today, the bank can provide customers with personalized services that empower customers to manage their money effectively and strengthen their personal finances.

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



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Deputy General Manager – COO, AM Bank

### Joining the Digital Revolution

As more people choose to bank via digital channels, the race is on for banks to develop convenient, flexible mobile and online banking applications that offer unique customer experiences. Banks that fail to innovate risk losing valuable market share to competitors and industry disruptors.

Nahla Bou-Diab, Deputy General Manager – COO at AM Bank, comments: “We know that to win new business and improve customer loyalty, we must give our clients a convenient, reliable, and highly personalized banking experience. That’s why we are constantly on the lookout for new ways to enhance and improve our products and services.”

Keen to lead the digital banking revolution in Lebanon, AM Bank decided to launch new mobile and online banking capabilities.

In 2011, AM Bank was the first bank to introduce digital banking to the Lebanese market. Since then, the company’s technological innovations have been substantial, with a focus to keep pace with evolving consumer expectations. AM bank set out to find a comprehensive solution that would offer richer functionality and provide customers with a seamless omni-channel digital banking experience.

Nahla Bou-Diab comments: “We constantly monitor the digital banking space in Lebanon to get a clear sense of our customers’ expectations and to see if they are ready to adopt new technologies. We recognized that this was the best time to introduce a new digital platform that is substantially more sophisticated.”

Before the bank began designing a truly unique user experience, it first wanted to ensure that its core banking system could support a flexible, scalable, and secure digital banking platform.

### Next-Generation Development

Taking the first step in its digital innovation strategy, AM Bank upgraded its core banking platform to the latest version of Fusion Equation.

“We’ve used Fusion Equation as our core banking system for many years,” explains Nahla Bou-Diab. “It has proven to be a reliable and stable system, and is very well-known in the global environment. To strengthen our position as the leading bank in Lebanon, we decided it was time to upgrade Fusion Equation.”

Next, AM Bank launched its new [AM Bank mobile banking app](#) using Fusion Digital—a suite of cutting-edge development tools specifically designed to meet the needs of the digital banking sector.

Nahla Bou-Diab continues: “We were attracted to Fusion Digital because we could quickly and easily integrate it with our existing Fusion Equation banking platform. The security features of Fusion Digital are impressive, offering the option to use multiple identity validation techniques such as biometric authentication and fingerprint scanning. We were confident that these robust security features would help us to encourage our customers to adopt mobile banking.”

In addition, Fusion Digital enables AM Bank to integrate its digital banking platforms with third party solutions via easy-to-use APIs, which will help the bank forge even closer connections with its business partners.

“In the fast-changing banking industry, being able to innovate quickly and efficiently is key to maintaining success in the market,” says Nahla Bou-Diab. “Thanks to the inherent flexibility and compatibility of Fusion Digital, we can work closely with FinTechs and other banks to build an even more diverse ecosystem of partners.”

### Embracing a Digital Future

AM Bank’s mobile banking application has already established a strong foothold in the market, and represents a vital avenue for the bank to reach out to customers beyond its branch network. For example, within four months of launching its digital services, thousands of customers had already installed the application on their smartphones.

Nahla Bou-Diab says: “Using Fusion Digital we have built an extremely secure, easy-to-use mobile banking application that helps customers manage their accounts and keep track of their money at the touch of a button. For instance, we included a unique widget called ‘Comfort Zone’ in the application, which enables customers to get a better insight into their financial position and personalize their banking experience. Our customers really love this feature.”

Inspired by the early success of its digital banking platform, AM Bank wants to ensure that all of its customers know how to use its online and mobile banking solutions.

“We recognize that we have a social responsibility to our customers, and we’re working hard to ensure that all of our customers—including the less tech-savvy—are able to engage with our digital banking services,” continues Nahla Bou-Diab. “We aim to have all of our customers onboarded on our digital platform by the end of 2019.”

With online and mobile banking services proving particularly popular with millennial customers, AM Bank expects that the personalized services it offers via its digital platform will appeal to digital natives—helping the bank to expand its customer base.

## AM Bank will continue to work with Finastra as it plans the next stage in its digital transformation journey



**We respect the input of the Finastra team, and look forward to working with them to steer the long-term development of our products and services.”**

### **Nahla Bou-Diab**

Deputy General Manager – COO,  
AM Bank

Nahla Bou-Diab adds: “We haven’t yet satisfied our appetite for innovation. In the coming months, we aim to adapt and further develop our mobile and online banking capabilities, so we can offer even more convenient and personalized services to our customers.”

### **Strong, strategic partnership**

To upgrade its core and trade finance platforms, AM Bank utilized the Fusion Advance service—a proven upgrade methodology that has enabled Finastra to complete many complex and diverse upgrade projects successfully over the last two years.

“We are very happy with how seamlessly both the Fusion Equation and the Fusion Digital implementation was carried out, delivering the projects within a set time-frame,” says Nahla Bou-Diab. “It was a real joint Finastra effort to support this project from various locations including London, Budapest, Dubai and Manila. AM Bank and Finastra worked collaboratively throughout the process. Together we formed an expert team with the objective of getting Fusion Digital up and running, and we did it.”

Over two decades, AM Bank has built a close partnership with Finastra, a relationship that has helped the bank become one of the leading financial services providers in Lebanon.

Nahla Bou-Diab explains: “Finastra works with almost all leading banks in Lebanon, which has helped to foster a sense of community in the sector: we are always supporting one another in an effort to promote best-practice countrywide.”

She concludes: “We respect the input of the Finastra team, and look forward to working with them to steer the long-term development of our products and services.”

### **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. 90 of the world’s top 100 banks use Finastra technology. Please visit [finastra.com](https://finastra.com)

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