

**CASE STUDY**

# Shanghai Pudong Development Bank Supports Economic Growth in China's Capital Markets



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**Mr Zhang Hairong**

Senior Technical Director of Development  
and Information Technology,  
Shanghai Pudong Development Bank

**( THE FUTURE OF  
FINANCE IS OPEN**



## At a Glance

### Solution

- Fusion Markets



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### About Shanghai Pudong Development Bank

Established in 1992 with the approval of the People's Bank of China, Shanghai Pudong Development Bank (SPDB) is a national joint-stock commercial bank listed on the Shanghai Stock Exchange. The bank operates a network of 1,700 branches, employs 50,000 people, and has a total asset size of ¥6.55 tn.

### The Challenge

China's economy is developing rapidly—revealing fresh opportunities for growth while also exposing financial institutions to new risks. As one of the leading commercial banks in China, SPDB is committed to helping businesses and investors mitigate the volatility of emerging markets and chart a clear path to success. To support this effort, SPDB set out to ensure that the solutions underpinning its capital market operations could deliver the reliability, responsiveness, and insight required to facilitate economic development in China's capital markets.

### The Solution

SPDB implemented Fusion Markets from Finastra to deliver seamless front-to-back operations, streamline straight-through processing (STP), and enhance its risk management reporting. SPDB also worked with Finastra to customize Fusion Markets for its unique needs—enabling the bank to offer investors a broad range of Over-the-Counter (OTC) derivatives.

### The Result

SPDB has significantly improved the effectiveness and efficiency of pre-trade decision-making and strengthened both its profitability and risk management. With the guidance of the local Finastra Customer Support team, SPDB also achieved a quick time-to-market—sharpening the bank's competitive edge.

[spdb.com.cn](http://spdb.com.cn)



Fusion Markets has greatly enhanced our ability to track and manage risks, which has improved the efficiency of our pre-trade decision-making.”

**Mr Zhang Hairong**

Senior Technical Director of Development and Information Technology,  
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## SPDB empowers businesses and investors to seize new opportunities for growth in China’s flourishing capital markets using Fusion Markets from Finastra

### Economic Development

Predicted to grow by **6.3 percent** this year alone, China’s economy continues to modernize at an unprecedented rate. To stay competitive, banks must keep up with the pace of change and develop effective strategies for supporting future economic development.

As one of the largest commercial banks in China, SPDB is committed to helping customers reap the rewards of expanding markets by offering businesses and investors a wide range of competitive services—including OTC derivatives and trading services.

Mr Zhang Hairong, Senior Technical Director of Development and Information Technology at SPDB, explains: “We are committed to empowering customers to make the most of new opportunities in capital markets by facilitating faster trades and mitigating risks caused by market volatility. To do this, we must ensure that the core systems supporting our trading operations are robust, reliable, and flexible enough to support large-scale growth.”

To help businesses and investors have an active role in China’s economic development, SPDB launched an ambitious plan to become the nation’s leading commercial bank by establishing an ecosystem of financial providers committed to helping companies trade and invest quickly and conveniently.

A key part of the bank’s development strategy involves enhancing the core systems underpinning its capital market activities. Doing so would ensure that SPDB could forecast and monitor market risk accurately, and enable customers to make reliable, secure and rapid trades using a wide variety of financial instruments.

### Gearing up for Success

To support its development plans, SPDB enhanced its core capital markets platform by implementing Fusion Markets (previously called Fusion Summit) from Finastra—paving the way for a new era of efficient capital markets trading.

Mr Zhang Hairong continues:

“Fusion Markets provides us with a flexible, feature-rich solution for managing all of our capital markets and trading operations. In a fast-changing market, we must be able to act quickly and adapt our strategic position. Fusion Markets gives us the agility we need.”

Because the Finastra solution includes specialized modules for different activities, SPDB can easily configure and adapt it as the bank’s requirements change. Additionally, Fusion Markets integrates seamlessly with many of SPDB’s other mission-critical solutions.

The Finastra Customer Support team helped SPDB to tailor Fusion Markets to the bank’s unique needs—including automating many of its trading and debt amortization processes.

“From the outset, we knew that we wanted to work with a technology partner that had a local presence,” continues Mr Zhang Hairong. “Finastra met this requirement perfectly and, through our ongoing support agreement, the Finastra Customer Support team is always on hand to support us at our head office whenever we need it.”

### New Era of Efficiency

With Fusion Markets powering its core commercial banking activities, SPDB has established seamless front-to-back operations and improved straight-through processing (STP) rates—driving even quicker, more convenient customer service.

Mr Zhang Hairong says: “By automating our core processes with Fusion Markets, we’ve been able to boost the efficiency of our front-to-back operations. In turn, this enables us to ensure excellent, responsive service for all commercial banking customers.

“What’s more, Fusion Markets has greatly enhanced our ability to track and manage risks, which has improved the efficiency of our pre-trade decision-making. With faster, more accurate insight into the potential outcomes of a trade, we can help our customers make smart financial choices that will benefit their businesses or personal investment portfolios.”

## Round-the-clock assistance from Finastra Customer Support helps SPDB ensure consistently excellent customer service



We look forward to continuing our partnership with Finastra as we execute the next stages of our strategy to become the leading commercial bank in China.”

### Mr Zhang Hairong

Senior Technical Director of Development and Information Technology,  
Shanghai Pudong Development Bank

### Strong Partnership

Having used Fusion Markets for over 10 years, SPDB has developed a strong, strategic partnership with Finastra.

To ensure personalized, responsive ongoing support, Finastra provides SPDB with a single point of contact via a dedicated Customer Experience Manager (CEM).

SPDB's CEM looks after the bank's relationship with Finastra, monitors its production systems, and represents the bank within Finastra.

“The Customer Experience Manager support model has taken our relationship with Finastra from strength to strength. Finastra's Premium Support Services gives us multiple ways to report and escalate issues when they occur, Finastra is able to mobilize its resources in China and overseas to help us find a fast resolution.

“For instance, we recently noticed a discrepancy between the data from Fusion Markets and external sources on our gold futures position just before a key financial report was due. The Finastra Customer Support team immediately dispatched local consultants to our offices to help us. With their assistance, we were able to resolve this issue and still deliver the financial report on time.”

As well as receiving help from the Finastra Customer Support team, SPDB also welcomed consultants from the Finastra Systems Advisory Group (SAG) to review their Fusion Markets implementation. During this meeting, SAG consultants suggested ways that SPDB could reconfigure its Finastra solution to both strengthen system stability and enhance performance even further.

Mr Zhang Hairong concludes: “We look forward to continuing our partnership with Finastra, as we execute the next stages of our strategy to become the leading commercial bank in China and strive to help our customers harness the power of economic growth through collaboration and innovation.”

### 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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