

Case Study

Maybank powers ASEAN trade growth with Finastra's trade platform

Maybank, one of the ASEAN region's largest banks, is enabling businesses of all sizes seize opportunities for growth through international trade



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It's vital to have a reliable partner like Finastra who is always available and able to provide expertise when it is needed the most. Across our three country implementations, Finastra was always present, and our trust in the delivery team was proven during those critical periods."



Arvind Prasad
Managing Director of
Transaction Banking
and Payments, Maybank

About Maybank



Largest bank by assets and most valuable publicly listed company in Malaysia



Present in **18 countries**, including **10 ASEAN markets**



Fourth largest bank in ASEAN region by asset size



Largest Islamic bank in Asia Pacific and fifth largest globally by assets



Over 2,600 branches and 30 investment banking branches worldwide

www.maybank.com

About Maybank

As one of the largest banks in the ASEAN region, Maybank provides an extensive range of products and services including retail, SME banking, corporate banking, transaction banking, investment banking, Islamic banking, takaful, asset management and stockbroking. With over 44,000 employees and a presence in 10 of 11 markets in ASEAN, Maybank is well positioned to support trade and investment flows across the region.



Finastra Trade Innovation



Conpend Trade AI



Finastra Corporate Channels



Integro Limits Management

The challenge

Supporting growth in international trade across ASEAN

As geopolitical changes push global businesses to diversify their supply chains, Maybank aims to help companies in the ASEAN region seize the opportunity to grow through international trade and manage their risks

In recent years, the ASEAN region has been seen as a relative safe haven, making it an attractive target for foreign direct investments. As a result, many companies across the region now play a vital role in supporting both regional and global supply chains. However, particularly for small and mid-sized enterprises, the risk of cross-border transactions can be significant, and there's a trade finance gap that makes it difficult for them to participate in global trade.

Maybank is well-positioned to help its clients respond to these issues. Under its recently launched ROAR30 strategic plan, it aims to become the region's leading transaction, payments, corporate and investment bank, with the over-arching theme of providing values-based offerings. Its various ROAR30 commitments for the next five years include mobilizing financing of RM100 billion to enable SMEs, RM300 billion for sustainable

finance, RM100 billion for new economy initiatives, and RM10 billion for cloud, AI, data and digital capabilities.

Donni Bintoro, Global Head of Structured Trade Solutions at Maybank, explains: "With operations spanning 18 markets globally, Maybank is the only homegrown Southeast Asian bank with a presence in 10 out of 11 ASEAN markets. This extensive regional footprint enables us to offer a full suite of trade finance products and services, including customized financing solutions."

In addition, as the fifth-largest Islamic bank in the world by assets, one of Maybank's key differentiators is its comprehensive Islamic finance and sustainability strategy solutions, which provide an alternative for clients with strong ethical considerations.

As it developed its trade finance portfolio, Maybank established different systems and processes to serve the needs of its

three core markets: Malaysia, Singapore and Indonesia. Over time, the bank identified opportunities to improve both the customer experience and its own internal operational efficiency by adopting a straight-through process and developing a single trade finance platform for the entire region to provide regional clients with a single view. All these initiatives were undertaken as part of the bank's overall digital transformation journey under its M25+ strategic plan (2021 to 2025).

Pushparajan Vijaya Sekaran, Associate Director of Sales at Maybank, recalls: "The question was how to bring in a straight-through process, from the client's submission via a front-end portal through to our back-end systems. This would reduce turnaround time and improve customer experiences."

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Our legacy systems served us well, but their integration constraints made it harder to accelerate digital initiatives and reduce reliance on paper-based workflows. Having multiple customized systems across markets also added complexity and cost when adapting to evolving regulatory requirements.



Pushparajan Vijaya Sekaran
Associate Director of Sales, Maybank

The solution

Building a regional trade finance platform

By moving to a single, central solution built on Finastra technology, Maybank can standardize its trade finance processes region-wide, while retaining the flexibility to adapt to each market's needs

Central to elevating clients' experiences was the decision to launch an enhanced Maybank2E (M2E) banking platform for businesses. Maybank decided to work with Finastra to implement a single trade finance platform across Malaysia, Singapore and Indonesia that could be embedded as a feature in M2E. The goal was to replace the bank's three legacy trade finance systems with a modern, integrated and scalable solution.

Chua Bee Geok, currently Group Chief Operations Officer at Maybank, recalls: "When the bank selected Finastra following a comprehensive review, a big factor was their strong implementation track record."

The core of the new solution is Finastra Trade Innovation, which supports Maybank's full suite of trade finance products, including guarantees, letters of credit, documentary trade and Islamic trade finance. The platform is designed to

standardize processes across all markets, while also providing the flexibility to add specific functionality for local regulatory requirements. For example, in Indonesia, Maybank has implemented electronic invoice processing to comply with e-invoice rules. In Singapore, it has added controls to ensure more secure electronic transactions.

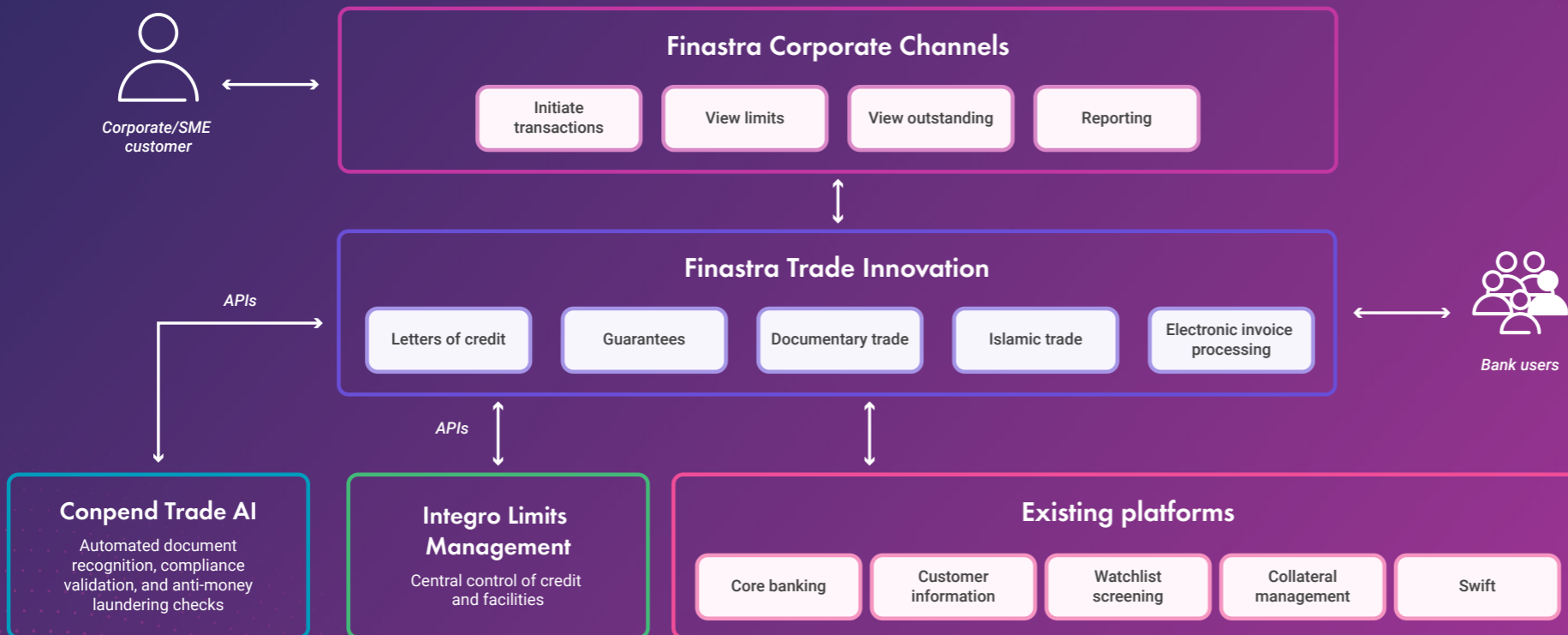
The Finastra Trade Innovation platform connects with the bank's existing core banking, customer information management, watchlist screening, collateral management and Swift systems, enabling efficient automated workflows and processing to support trade transactions.

Finastra APIs have also made it easier for Maybank to integrate third-party solutions to enhance the platform's core functionality. Conpend Trade AI automates document recognition, compliance validation, and anti-money laundering checks, and Integro Limits Management enables central control of credit and facilities.

Bee Geok comments: "Finastra Trade Innovation gives us the ability to onboard partners like Conpend and Integro to improve our trade finance workflows. It's not just a standalone platform; it gives us access to a whole ecosystem."

In addition, Maybank has implemented Finastra Corporate Channels to facilitate seamless digital engagement with its corporate clients. The solution enables clients to view their limits and outstanding instruments in real time, initiate transactions easily and customize their own reports. Rajesh Kumar Sivasamy, Senior Vice President of Transaction Banking at Maybank, comments: "The main impact of Finastra Corporate Channels is that it enhances our operational efficiency and enables our teams to serve customers more effectively without extending work hours."





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Chua Bee Geok
 Head of Front Office Management (now Group Chief Operations Officer), Maybank

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The total commitment to our success, not only from Finastra but also from their partners Integro and Conpend, provided real value during our implementation."



Chua Bee Geok
Head of Front Office Management (now Group Chief Operations Officer), Maybank

Delivery journey

Commitment, communication and partnership

By adopting a phased rollout approach and working jointly with Finastra experts, Maybank successfully navigated the move away from its legacy systems

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Three legacy systems replaced with one central trade finance platform

6.5%*

year-on-year increase in CASA balance for transaction banking

13.2%*

year-on-year rise in customer adoption of M2E Trade platform

*The results presented are part of Maybank's wider trade finance transformation programme and are not solely attributable to Finastra solutions

Maybank and Finastra opted for a phased approach in each of its three core markets, starting with Malaysia, then Singapore and Indonesia. Learnings from earlier projects were carried through to subsequent deliveries.

In the first phase, the joint project team used a waterfall approach to establish foundational modules such as undertakings, digital banking and limits management, which would be needed to support all aspects of regional trade finance operations. For the second phase, the team switched to agile methodology, enabling incremental development and deployment of modules supporting letters of credit and financing. Finally, the third phase completed the rollout of all remaining modules and enhanced features.

Bee Geok recalls: "At first, the transition presented challenges, especially moving away from three different trade systems and core banking systems that had been in use for many years. It was a significant shift, and it took some time to adjust. What worked well was that the strong engagement with Finastra at senior management level. That helped us work through issues constructively and find ways to communicate effectively."

Arvind Prasad, Managing Director of Transaction Banking and Payments, says: "A trusted partner like Finastra, who is responsive and knowledgeable, has been vital to our success. Across our three country implementation, Finastra provided consistent support."

The result

Laying a foundation for region-wide growth

With Finastra Trade Innovation and Finastra Corporate Channels, Maybank gains operational efficiency and enhances customer experience, closing the trade finance gap for ASEAN businesses

With the Finastra solution in place, Maybank has already seen significant benefits in terms of operational efficiency, ease of compliance with regulations, insight into operations, customer experience improvements and scalability for the future.

Pushparajan says: "Finastra Trade Innovation's dashboard capabilities give us clear visibility into transactions and their status and help us create workflows that are much more automated and efficient. We've reduced the need to input information manually, and that ultimately helps to accelerate processing."

As an indicator of the impact of faster and more streamlined processes, Maybank has seen growth in its Transaction Banking Current Account Savings Account (CASA) balances in the first half of 2025, which reflects improvements in transaction volumes and operational throughput.

From a compliance perspective, the ability to tailor the platform to the local needs of each market, without making complex customizations, is a major advantage. As Bee Geok explains: "Upgrading our legacy systems to handle regulatory changes was often expensive, time-consuming and complicated, increasing our operational risk. Now with Finastra, we are using software that will be continuously updated, making it easy to keep up to speed with regulatory changes."

Clients can now access trade finance services through Maybank's M2E, a secure digital portal that provides real-time visibility of trade limits, transaction status and a trade calendar that helps them keep track of key dates. This has proven popular with customers, with increased usage of the M2E platform post launch.

Looking to the future, the Finastra platform's modular nature and API-driven architecture will help Maybank continue to grow and enhance its trade finance services for companies across the ASEAN region — helping both enterprise clients and small and mid-sized businesses take advantage of international trade opportunities.

Arvind summarizes: "Maybank now has a solid foundation on which we can capitalize, not just in our three core markets but also across the region, in terms of enhancing client experiences, mitigating risks and standardizing trade finance solutions."





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*Finastra's collaboration with Maybank exemplifies how scalable architecture and ecosystem partnerships can redefine trade finance in multi-jurisdictional environments. By integrating Trade Innovation, Corporate Channels, and partner solutions, the bank has unlocked new levels of automation, compliance, and client experience across Southeast Asia. Their success in winning the **Best-in-Class Trade Finance Platform award** underscores a future-ready vision; one that combines technology depth with operational precision to power sustainable regional growth.*

Nikhil Gokhale

Director – Research & Digital Properties, IBS Intelligence

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