

Intellect wins three awards at the Asian Banker Awards 2015, for Core Banking and Multi-Channel Implementations

Best Single Country Core Banking Implementation in the Middle East
Best Single Country Core Banking Implementation in Africa
Best Multi-Channel Implementation in the Middle East

London (UK) and Chennai (India), June 1, 2015: Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking & Insurance, has won three Technology Implementation awards for the year 2015 at *The Asian Banker's 2nd Annual Middle East and Africa Awards*. In the awards ceremony held at the Ritz Carlton, DIFC, Dubai, Intellect's Global Consumer Banking (iGCB) and Global Transaction Banking (iGTB) lines of businesses have won the "Best Single Country Core Banking Implementation" both in the Middle East & Africa and "Best Multi-Channel Implementation in the Middle East" awards respectively.

The prestigious *Asian Banker* Technology Implementation Awards recognise annual achievement and best practice in the implementation of technology in banking operations. Scrutinising the joint role of banks and their IT partners in the development and implementation of game-changing technology projects, the fiercely-competitive awards are judged by a panel of leading practitioners, independent advisors and an international panel of industry experts.

Intellect won '**Best Single Country Core Banking Implementation in the Middle East**' for its implementation at NBAD, Egypt. Intellect replaced the bank's existing infrastructure with a Core Banking System, leveraging the latest technology to provide modern electronic banking services capable of addressing future client demands.

The '**Best Single Country Core Banking Implementation in Africa**' was awarded to Intellect for implementation at Consolidated Bank of Kenya Limited (CBKL). CBKL required not only the replacement of its legacy solutions with a centralised core banking system furnished with a wide range of add-on functionalities, but needed this to be constructed in a scalable manner in order to ensure it could expand alongside the bank's future growth and operational requirements.

The implementation at Ahli Bank, won the '**Best Multi-Channel Implementation in the Middle East**'. Seeking to offer banking services anytime and anywhere, the bank was in need of an advanced electronic offering, an issue addressed in the form of e-channel solutions, Retail Banking Exchange (RBX) and Corporate Banking Exchange (CBX). The solutions provided high level of flexibility for customisation, robust security features and multi-channel banking capabilities.

The key driver that enabled the transformation agenda of these banks is Intellect's digital design philosophy, Digital 360. Through its solutions, Intellect drives the holistic adoption of Digital OUTSIDE (the experience driver) and Digital INSIDE (the operational excellence enabler). The Intellect design philosophy ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes. The Asian Banker Awards for the successful

implementation at NBAD, Egypt Consolidated Bank of Kenya Limited and Ahli Bank are testimony to the efficacy of truly going digital.

*“Helping banks go Digital is at the core of our strategy and these awards will encourage us to strive even harder to make our customers successful in their GO-Digital endeavors”, said **Jaideep Billa, CEO, iGCB, Intellect Design Arena Ltd.** He added, “Digitalization to us means helping banks and financial institutions empower their customers to not just take informed decisions in real time but also to execute actions in real time and in the process opening up new revenue streams for banks. We will continue to innovate and bring to our customers superior Digital solutions built on our state-of-the-art Canvas and Hub technologies.”*

Manish Maakan, CEO, iGTB, Intellect Design Arena Ltd. agreed, saying *“successful implementation of banking technology requires much more than innovative technology, important as that is. It calls for domain expertise and a deep understanding of how to develop, apply, refine and maintain such solutions in order to bolster banking infrastructure, support banks’ strategic aims and ensure they’re equipped to address fast-changing needs in this evolving economic and regulatory climate. We are proud of having set the bar for best practice in implementation and look forward to driving similar success across the regions and globally”.*

Over 50 financial institutions from countries across the Middle East and Africa were evaluated as part of the Technology Implementation Awards 2015. The banks and their vendor partners were honored at a glittering event that recognised their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

About The Asian Banker

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. For more information, please visit www.theasianbanker.com

About Intellect Design Arena Ltd.

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies for Banking and Insurance technology products company, across Global Consumer Banking (iGCB), Central Banking, Risk & Treasury Management (iRTM), Global Transaction Banking (iGTB) and Insurance (Intellect SEEC).

The holistic adoption of Digital covers Digital OUTSIDE and Digital INSIDE. Built on iDigital, the Intellect Digital OUTSIDE proposition is anchored around the same experiences at all touch points, through a powerful Channel Renovation Platform (Canvas), and the Digital INSIDE proposition is anchored around Lean Operations, through an Operational Consolidation Platform (Hubs).

The Intellect design philosophy - a key differentiator in developing solutions for the transformative agendas of CXOs - ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes.

The FT 8012 Design Center, the world’s first Design Center for financial technologies, is a physical manifestation of enterprise commitment to design. It powerfully connects dots between Business, Technology and Operations, and accelerates the transformation process for customers. This is where the total Digital 360 journey can be approached, allowing for adoption in a gradual outcome-based manner.

Intellect generates annual revenues of over USD 100 million, with product installations in over 200 financial institutions, across 30 countries. The company’s performance is driven by over 3,000 Intellect solution architects,

domain and technology experts, with a presence in major global financial hubs around the world. For further information on the organisation and its solutions, please visit <http://www.intellectdesign.com/>

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