



# Faisal Islamic Bank of Egypt accelerates its Retail Banking Transformation journey with eMACH.ai Digital Engagement Platform

Egypt, Middle East | eMACH.ai Digital Engagement Platform

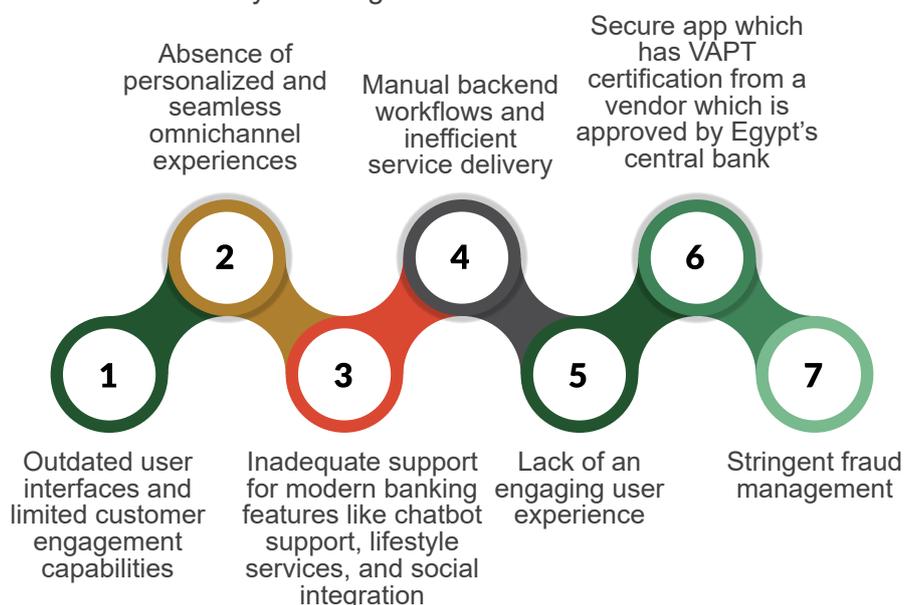
## Client overview

Faisal Islamic Bank of Egypt (FIBE) is a flagship Islamic financial institution with a clear vision — to be the best provider of Islamic financial services while achieving sustainable growth across regional and international markets. With over **2 million customer accounts** and **\$4.8 billion in assets**, FIBE has long maintained a trusted position in Egypt’s banking landscape.

To remain competitive in a rapidly evolving digital economy, FIBE identified the need to replace its decade-old digital banking system. The goal: deliver an intuitive, modern, and personalized digital experience aligned with its forward-looking Islamic banking philosophy.

## Challenges

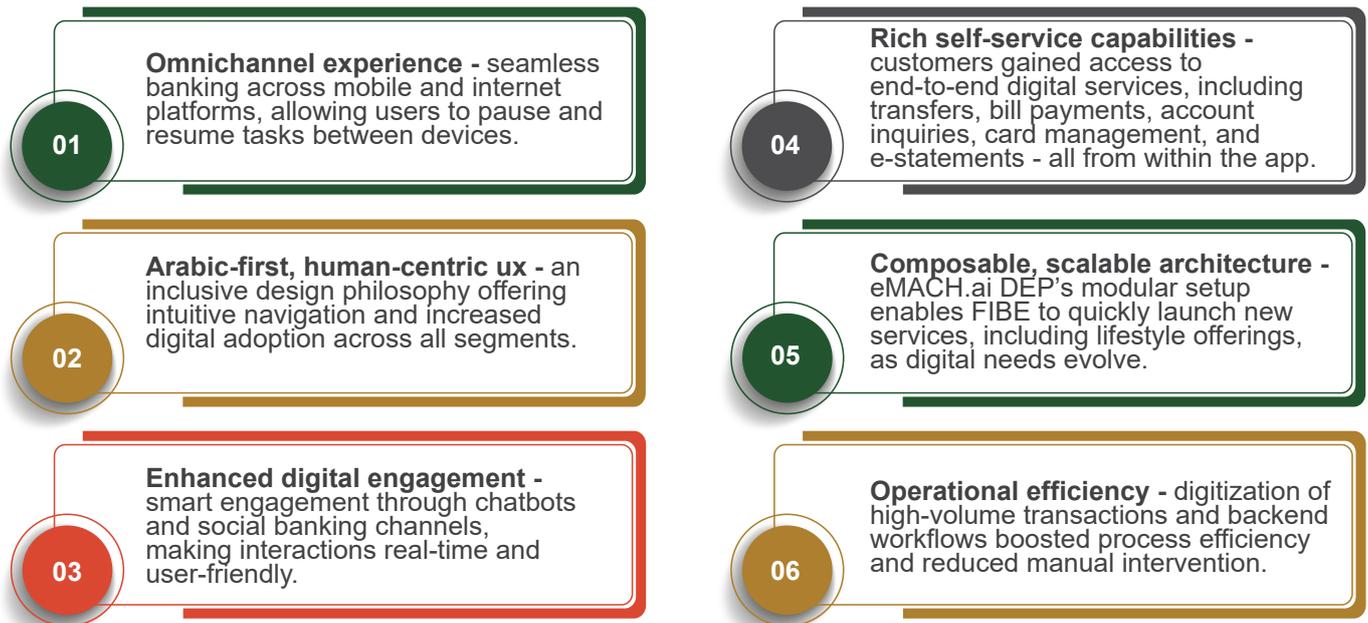
FIBE’s existing digital platform was more than **10 years old**, unable to meet the growing expectations of its digitally savvy customer base. Key challenges included:



## Solution

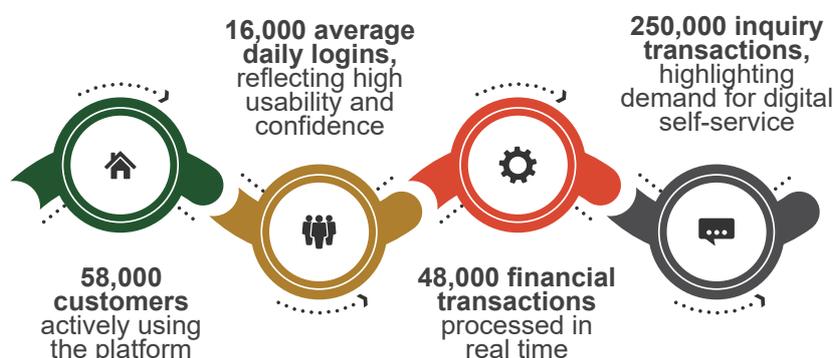
FIBE partnered with Intellect to implement the **eMACH.ai Digital Engagement Platform (eMACH.ai DEP)** - a digital banking platform built on **Events, Microservices, APIs, Cloud, and Headless architecture** with embedded AI. **39 user journeys** across Accounts, Deposits, Transfers, Mutual Funds, and more were implemented in the transformation. The platform is integrated with **22 applications, including** core banking, third-party systems, **VASCO and Fraud Management Systems**.

## Transformation highlights



## Metrics at a glance

The transition from legacy systems to a **unified, customer-first platform** brought rapid and tangible business benefits for FIBE within just **two weeks of go-live**:



**Sustainable Growth** - By embracing end-to-end digitization, FIBE improved operational efficiency while **minimizing resource usage**, supporting its goal of sustainable Islamic banking.



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