

# GATEWAY TO THE MIDDLE EAST

INFORMATION DECK | April 2021

**CEDARIBSI**  
FINTECH  
LAB

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- 2. The Middle East opportunity 11
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# CEDAR & IBS INTELLIGENCE

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With a 30 year track-record, [Cedar](#) is an award winning global management consulting firm with deep expertise in strategy and driving performance powered by the Balanced Scorecard. Its **Financial Services Practice** is a centre-of-excellence transforming leading banks as the digital revolution accelerates.

Established in 1991, it's group firm - UK headquartered [IBS Intelligence](#) is the world's most trusted source of Financial Technology News, Research & Advisory. IBSI's **Sales League Table** is considered the global industry barometer ranking leading banking technology suppliers. Our research reports that comprehensively cover global suppliers across all Banking Technology & FinTech systems, are also distributed by Thomson Reuters, Bloomberg and S&P Capital IQ. Our Innovation Lab in Dubai brings banks and suppliers together with an opportunity to access the Middle East opportunity and to experience global FinTech products within the region.

**We make Strategy & Innovation Work.**

# CEDAR MIDDLE EAST BANKING CLIENTS





# IBS INTELLIGENCE

29

Year  
Track Record

34

Research Reports  
covering all major  
banking systems &  
markets

300

In-Depth Suppliers  
profiled - Banking  
& FinTech

100

Clients in  
100+ countries

850

Clients across  
suppliers, banks,  
consultants, and  
investors

# IBSI CLIENTS

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# INDUSTRY RECOGNITION

IBSI research has been recognized for its industry expertise & quality, as all 3 leading global news and knowledge leaders have selected IBSI reports to be available to their clients on their portals.



THOMSON REUTERS



**S&P**  
**CAPITAL IQ**

**Bloomberg**

# OUR PORTFOLIO

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01

## **INDUSTRY NEWS**

The iconic monthly IBS Journal. Podcasts. BankTech Daily News portal - BTDN.

02

## **INSIGHTFUL RESEARCH**

34 reports covering 300 suppliers across 20+ key banking systems & markets.

03

## **SALESVISION**

Global dataset analyzing 12K+ system purchases by banks across key systems.

04

## **MARKETING SUPPORT**

White Papers, Case Studies, Webinars, Advertising - leveraging IBSI's market reach.

05

## **CEDARIBSI FINTECH LAB**

Innovative lab for clients to access the \$10 Bn Middle East banking tech market.

06

## **ADVISORY SERVICES**

Market opportunity assessment, product benchmarking, strategy, due diligence.



# CEDARIBSI FINTECH LAB

1. The Middle East has 178 banks with \$ 2 Trillion in assets, spending \$10 Bn annually on BankTech.
2. We have a 20-year track record of advising regional banks.
3. Our Lab in Dubai Internet City helps members access the large Middle East market opportunity.
4. Market access with an ability to product showcase and POC in a **Virtual Sandbox** using Finastra Fusion Fabric.
5. Make it your regional office for periodic use with great AV infra.
6. Leverage our regional expertise to provide you detailed briefing on the market and assist on bespoke market programs.
7. Be part of monthly marketing activities that include Webinars, Newsletters, and EDM campaigns to promote your offering.



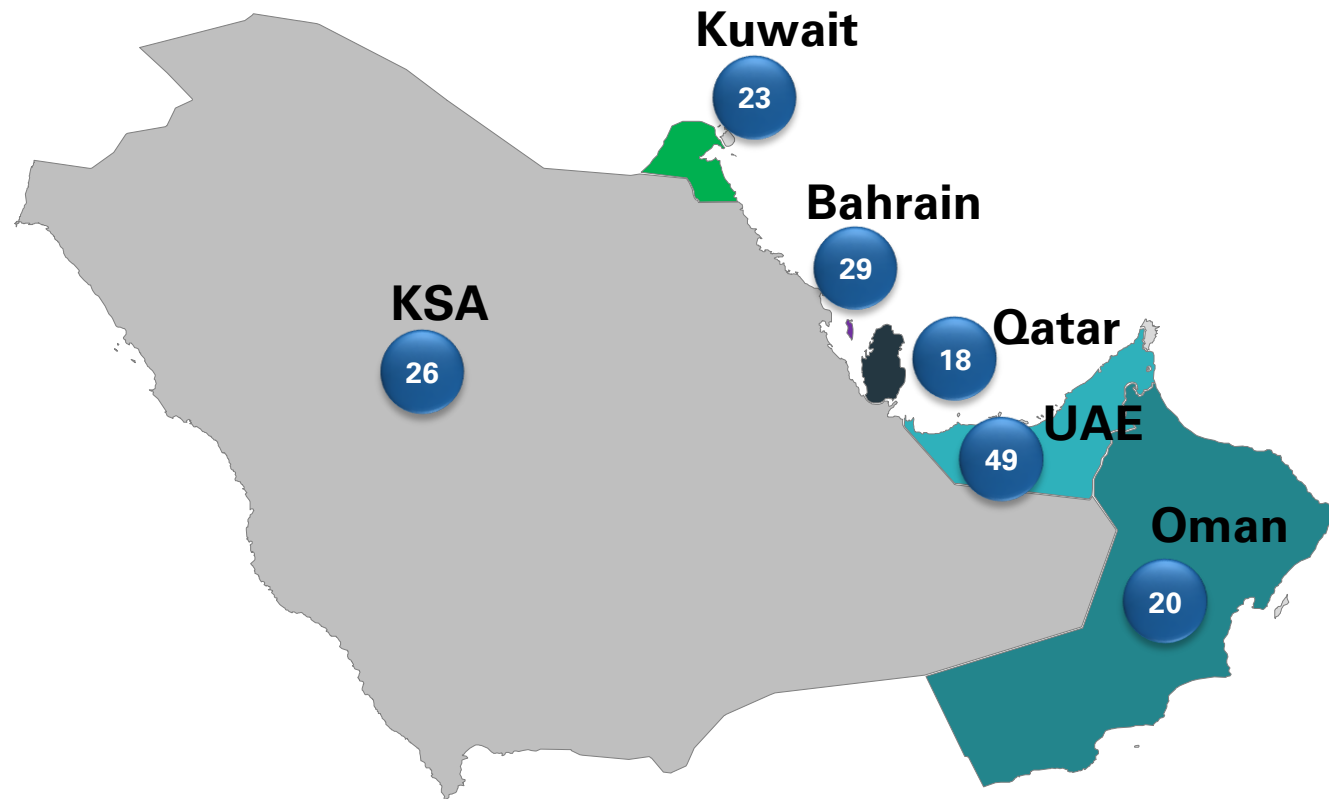
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# GCC BANK OPPORTUNITY

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# GCC BANK PERFORMANCE



#	Parameter						
1	Total Population (Mn)	10.8	34	4.7	4.4	2.8	1.6
2	GDP (USD Bn)	406	785	141	215.7	192	39
3	GDP Per Capita (USD '000)	37.6	20.9	29.2	49	68.6	25.3
4	# of Banks	48	27	23	18	18	109
5	Total Banking Assets (USD Bn)	836	710	219	92	422	203
6	Banking Assets to GDP Ratio	2	0.9	1.5	0.4	2.2	5.2
7	NPA	5.7%	2%	1.6%	3%	2.2%	5.2
8	NIM %	2.5%	3.4%*	2.5%	2.2%	2.5%*	2.4%*
9	Population / Bank Branches	11k	16K	9.6k	8k	11k*	9.2K
10	Capital Adequacy Ratio	17.6%	20.5%	18.3%	18.9%	19%	19%
11	Cost to Income Ratio	32.9%	38.2%	37%	47.7%*	31.4%	44.2%*

# IT SPEND DRIVERS BY BANKS

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**01**

## **DIGITIZATION**

~50% millennials prefer digital currency & COVID-19 has made an imperative

**04**

## **ONLINE PAYMENTS**

~83% millennials shop online. Covid-19 will also drive online for all.

**02**

## **UTILITY PAYMENTS**

>50% millennials of KSA & UAE pay bills online. Also a COVID-19 imperative.

**05**

## **MODERNIZATION**

IT spend contribute to 20-30% in procurement spend in financial services

**03**

## **IDEATION**

~50% of GCC millennials are dissatisfied with current banking options.

**06**

## **DIGITAL PRODUCT PENETRATION**

Only 20-25% of financial products are acquired digitally; high potential area



# FINTECH | GCC TECH TRENDS

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## Bahrain

Bahrain Fintech Hub created, national e-wallet & crowdfunding platform launched



## Qatar

Instant & contactless card, blockchain & facial recognition technology launched



## Kuwait

World' 1<sup>st</sup> Islamic Digital Bank, mini-branches & small mini-wallets launched



## KSA

1<sup>st</sup> Digital Bank (meem) launched, digital currency & digital branch concept launched



## Oman

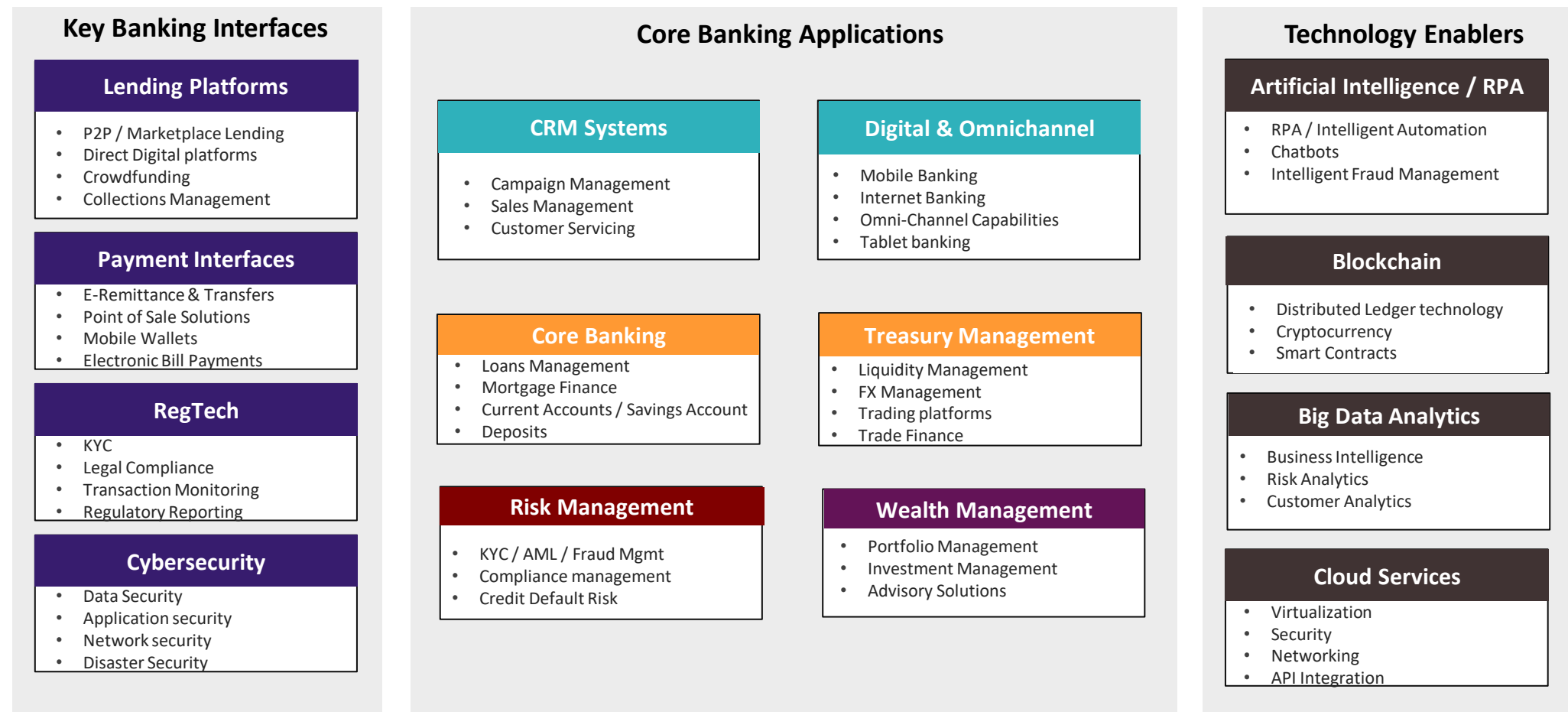
Digital Signatures, MpClear System & Blockchain enabled tech launched



## UAE

1<sup>st</sup> Digital Bank launched, mobile payments, blockchain, AI & CoolTech all adopted

# THE BANKING TECH ECOSYSTEM



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# OUR LAB OFFERING IS UNIQUE

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## 01

### **Middle East Market Access**

Active digital monthly market campaigns including Webinar to extensive banking target audience



## 02

### **In-depth Market Experience**

20 Year track record of assisting regional banks on strategy & technology accessible on a regular basis with our senior team.



## 03

### **Great Infra**

Your office in Dubai Internet City the Middle East. Virtual Sandbox for POC's powered by Finastra Fusion Fabric.

# 1. MARKET ACCESS & DIGITAL REACH

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01

## Webinar & Events

Monthly events for Members to present use cases. Global webinar attendance ~200. Bank Members can use these sessions for knowledge training.

02

## EDM Campaigns

Dedicated Lab EDMs sent to extensive regional database monthly profiling Members & capabilities, and Use Cases.

## Member Profiling

In-depth profiles of Members included in relevant IBSI research reports enhancing market reach.

03

## Website Coverage

Member Profiles & key developments on IBSI website with 70K+ visitors monthly. Webinars on Website.

04



# BANK COHORT OFFERING

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## Cohort Overview

A Bank Cohort Offering that facilitates the exploration of global FinTech trends & uses cases, First Access & POC with new cohort member FinTech solutions, and FinTech education for bank teams.



### Global FinTech Knowledge

- Regional FinTech trends
- Global FinTech trends
- Use Cases
- Cohort Member Showcasing



### Lab based FinTech POC Projects

- POC Infra
- Cohort Product Review
- Cohort Product POC
- 3<sup>rd</sup> Party Collaboration



### FinTech Insights

- Global Knowledge Database
- Special Reports
- Knowledge Sessions
- Custom Training

# 2021 WEBINAR CALENDAR

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**JF**

Lookahead & Lookback  
Transaction Banking (Incl. Treasury)

**JA**

Core Banking  
Wealth Management, Private  
Banking

**MA**

Cybersecurity (AML)  
Covid-19 impact on BankTech/  
FinTech

**SO**

P2P lending  
Crowdfunding, RegTech

**MJ**

AI, Big Data  
API/ Open Banking

**ND**

Payments Cryptocurrencies  
Islamic Banking Systems & FinTech

# MARKETING MOOD BOARD



## 2. IN-DEPTH MARKET EXPERIENCE

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1. **20 year track record** of successfully assisting Boards, CEOs and CXO's of 60 regional Tier 1 & Tier 2 banks on business strategy, M&A, technology strategy, digitization, vendor selection and Program Management for large technology programs.
2. **Deep market knowledge** at region, country, and bank level with strong professional relationships across these enterprises.
3. **Dedicated 2-3 hour session** by senior team with Cohort Members providing a detailed personal briefing & market insights presented in the 200 page document.
4. Opportunity to **periodically interact** with senior team with FAQ or other market related queries as Members become market active.
5. **Access to IBS Journal** digital edition, 1 relevant **IBSI Research Report** and access to daily **IBSI BankTech Daily News Portal**.





# 3. GREAT INFRA

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1. Dubai is the regional business hub and Dubai Internet City is a technology hub where the Lab is based. Location advantage !
2. Modern office with AV facilities, multiple conference rooms, and common amenities including a food court. Hot Seat 4 days/month per Member. Conference rooms 8 hours/month. Rest pay-per-use.
3. Private Cloud & Virtual Sandbox for POCs available to Members powered by **Finastra Fusion Fabric**. CedarBSI consultants can support POCs on a project-to-project basis.
4. Facilities available to Members to conduct private events and workshops.





# TESTIMONIALS

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“

**S. Sundararajan, CEO, i-exceed**

The lab not only provides us an opportunity to connect and showcase our capabilities with our prospects and customers, but also serves as a platform for exchange of emerging trends and innovations in the Banking and Financial Services industry.



[ expleo ]

“

**Balaji Viswanathan, MD, Expleo Solutions**

As an industry leader both in the areas of QA/QE space and having pioneered a number of innovations in the areas of digital, we have found the CedarBSI Fintech lab to be a good platform for us to present our use-cases.

# LAB LEADERSHIP TEAM

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**Murtaza Shaikhally, Lab Director**  
MBA, Bajaj  
25 Years of consulting & banking



**V. Ramkumar, Senior Partner**  
MBA, BITS Pilani. ExecEd | INSEAD  
25 Years of technology consulting



**Robin Amlôt, Managing Editor**  
Univ of Lancaster.  
30 Years of Digital & Print experience



**Chetan Parekh, Partner**  
MBA, BITS Pilani. ExecEd | INSEAD  
20 Years of technology consulting

IBSI and Cedar have a global team of diverse nationalities based in worldwide offices with an impressive track record of education, and experience with some of the world's leading firms and clients.

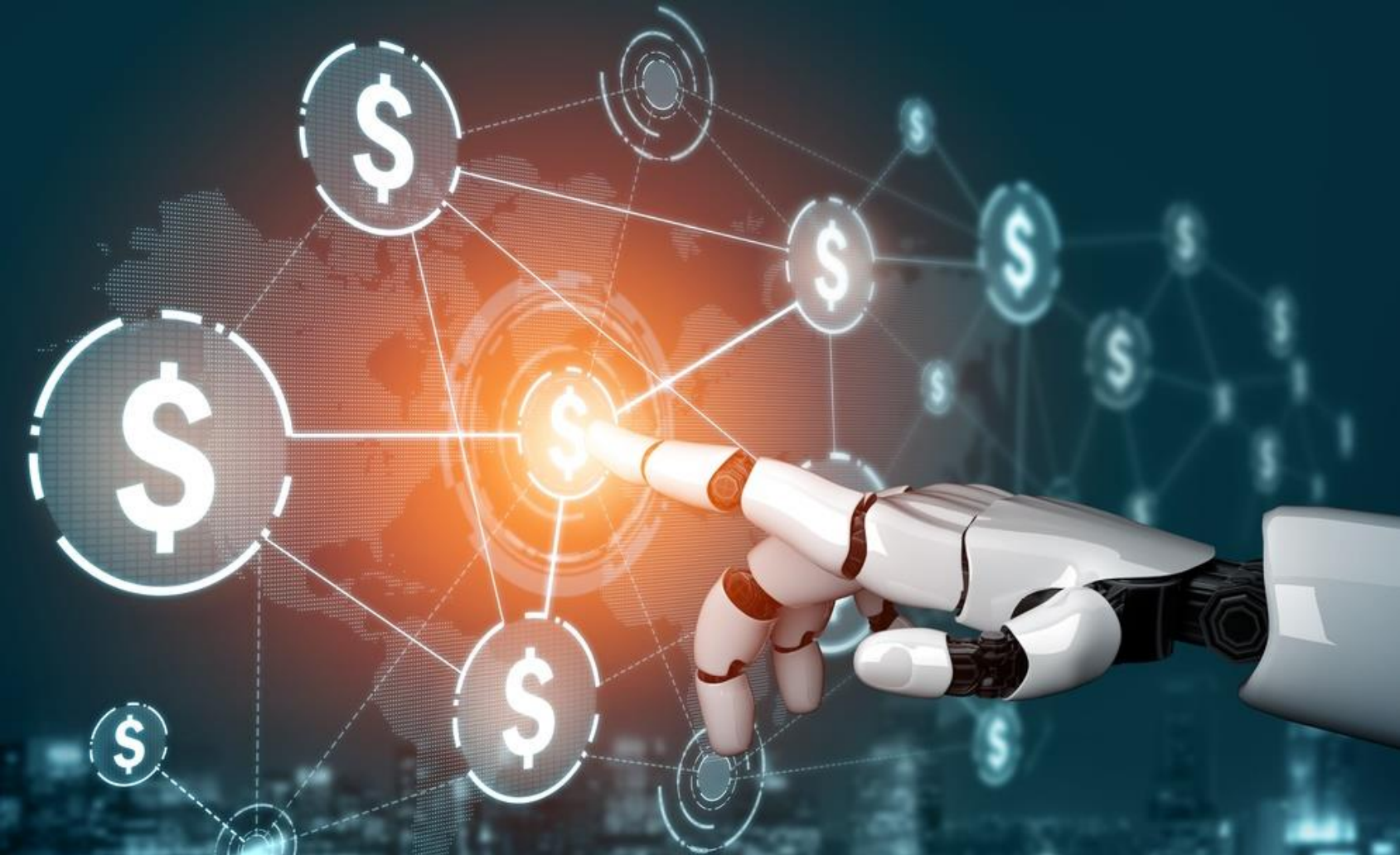


# TIMELINES & FEES

1. The total fees for the annual membership to the CedarIBSI FinTech Lab is GBP 11,000. All applicable taxes are extra.
2. The Lab membership fee will be charged at the start of the membership period.
3. IBSI will charge a variable fee of 5% of 1<sup>st</sup> year sales value to any client for sales by Members resulting from Lab related activities provided by IBSI.
4. Membership will automatically renew at the end of 12 months and the client will be sent an invoice for payment 30 days before expiry of membership.

IBS Intelligence Limited, UK	
Submitted by <i>Murtaza</i>  Murtaza Shaikhally, Sr. Director Date: 08/Apr/2021	Approved by  Name_____ Title_____ Date__/__/__





# EVERYTHING FIN.

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NEW YORK  
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