



# CedarIBSi FinTech Lab | Gateway to the MEA Region

February 2022

Global FinTech Perspectives





# CedarIBSi Fintech Lab

- The Middle East has ~**178 banks with US\$2 Trn** in assets, spending **US\$10 Bn+** annually on banking and new age technologies
- IBSi's group unit, Cedar Consulting, has a **20+ year track-record** of advising banks in the region
- The CedarIBSi FinTech Lab provides a soft-landing for those looking to tap the **MEA opportunity**
- Market access with an ability to **product showcase** and **POC in our virtual sandbox**
- Make it your regional office for periodic use with **hi-tech infrastructure**
- Leverage **CedarIBSi's regional expertise** to provide you with detailed insights on the market, whilst also leveraging our execution expertise
- Join **a community of monthly activities** that include webinars, newsletters, and marketing activities to help you **increase visibility**



# FinTech Lab value proposition (1/5)

Access the MEA opportunity by becoming a member of the CedarIBSi FinTech Lab

**01**

THOUGHT  
LEADERSHIP  
WEBINARS

**02**

MARKET INSIGHTS  
VIA ADVISORY  
SESSIONS

**03**

EXCLUSIVE CALLS  
WITH OUR SUBJECT  
MATTER EXPERTS

**04**

MARKETING  
SUPPORT VIA IBSI  
MARKETING  
CAMPAIGNS

**05**

USE OF  
INFRASTRUCTURE/  
IBSi LAB IN DUBAI

**06**

ACCESS TO  
FINASTRA'S  
FUSION FABRIC  
SANDBOX

**07**

PRODUCT DEMO &  
INCLUSION OF  
PROFILE IN  
REPORT, KIOSK AT  
LAB & IBSi  
JOURNAL

**08**

ACCESS TO IBSI  
RESEARCH  
REPORT & IBSi  
JOURNAL

# FinTech Lab Value Proposition (2/5)

## COMPONENTS

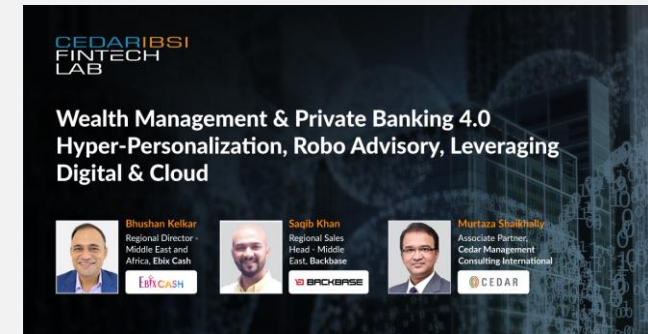
01



Webinar Speaking Slot

- 6 Webinars conducted in a year (1 every 2 months)
- Opportunity to attend all the webinar and 1 speaking slot provided to each Member
- URL: <https://ibsintelligence.com/fintechlab/>

## ILLUSTRATIVE



02



Advisory Sessions

- Market insights / market knowledge sessions conducted by CedarIBSi experts
- 4 advisory sessions conducted in a year. 1 every quarter



# FinTech Lab Value Proposition (3/5)

## COMPONENTS

03



Analyst Calls

## DESCRIPTION

- Exclusive one on one calls with our analysts / subject matter experts
- 1 every Quarter for 60 Min

## ILLUSTRATIVE



04



Marketing Support

- Gain more brand recognition via our monthly marketing initiatives; website, newsletters campaigns and more!
- Up to 3 Newsletter Mentions through the year - To be included in the weekly newsletter



# FinTech Lab Value Proposition (4/5)

## COMPONENTS

05



Use of Infrastructure

## ABOUT

- Use of CedarIBSi Lab infrastructure in Dubai Internet City
- Usage of 4 days/ Months (32 hours / month)

## ILLUSTRATIVE



06



Use of Infrastructure

- Powered by Finastra's FusionFabric, our lab offers members a virtual sandbox along with a private cloud set-up, enabling vendors to experiment with dummy data and build proofs-of-concepts for showcasing. All of this is supported by our project management expertise



# FinTech Lab Value Proposition (5/5)

## COMPONENTS

07



Product Demo & Supplier profiling

- Opportunity to give a demo the solution to the CedarIBSi analyst team
- Profile of the systems to be available in Journal, Report and Kiosk. To be updated quarterly

## ABOUT

## ILLUSTRATIVE

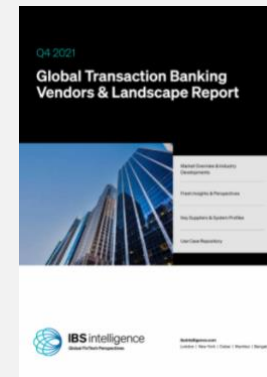


08



Access to IBSi Report and Journal

- Access to **IBSi Premium Monthly** and **1 Research Report**





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[www.inbsintelligence.com](http://www.inbsintelligence.com)