

Digital Transformation in Banking Sector

By: Hazem Salim





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Award-winning entrepreneur and CEO of Outline-IT, manages numerous projects in the education and IT sectors to support Egyptian youth, especially those with disabilities. Providing training, mentorship and consultations, focusing on technological solutions for people with disabilities in Egypt. In August 2020, Received an honorary doctorate from UNARTS, and in 2023, Honoured to receive the RI Centennial Award for Significant Contributions. In 2024 became a mentor and consultant at ITIDA – MCIT.

Quick Question

Which of the following best defines digital transformation?

A) Creating online platform

B) Implementing digital technology to change business processes and customer experiences

C) Hiring more tech employees

D) Increasing digital infrastructure



Quick Question



Which of the following best defines digital transformation?

A) Creating online platform

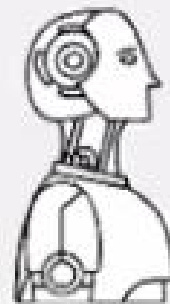
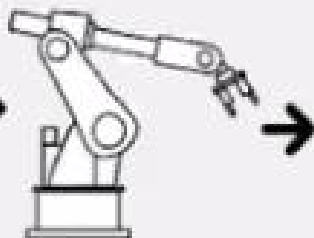
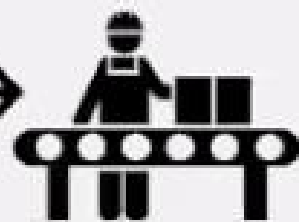
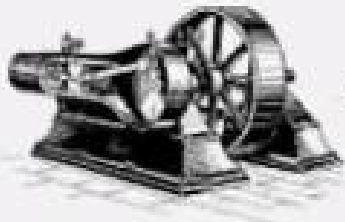


B) Implementing digital technology to change business processes and customer experiences

C) Hiring more tech employees

D) Increasing digital infrastructure

Industrial REVOLUTIONS



Industry 1.0

mechanization,
water and steam
powers

1800

Industry 2.0

mass production,
electric power,
assembly line

1900

Industry 3.0

computers,
automated
production,
electronics

2000

Industry 4.0

cyber-physical
systems, IoT,
networking,
machine learning

2010

Industry 5.0

human-robot
collaboration,
cognitive systems,
customization

2020



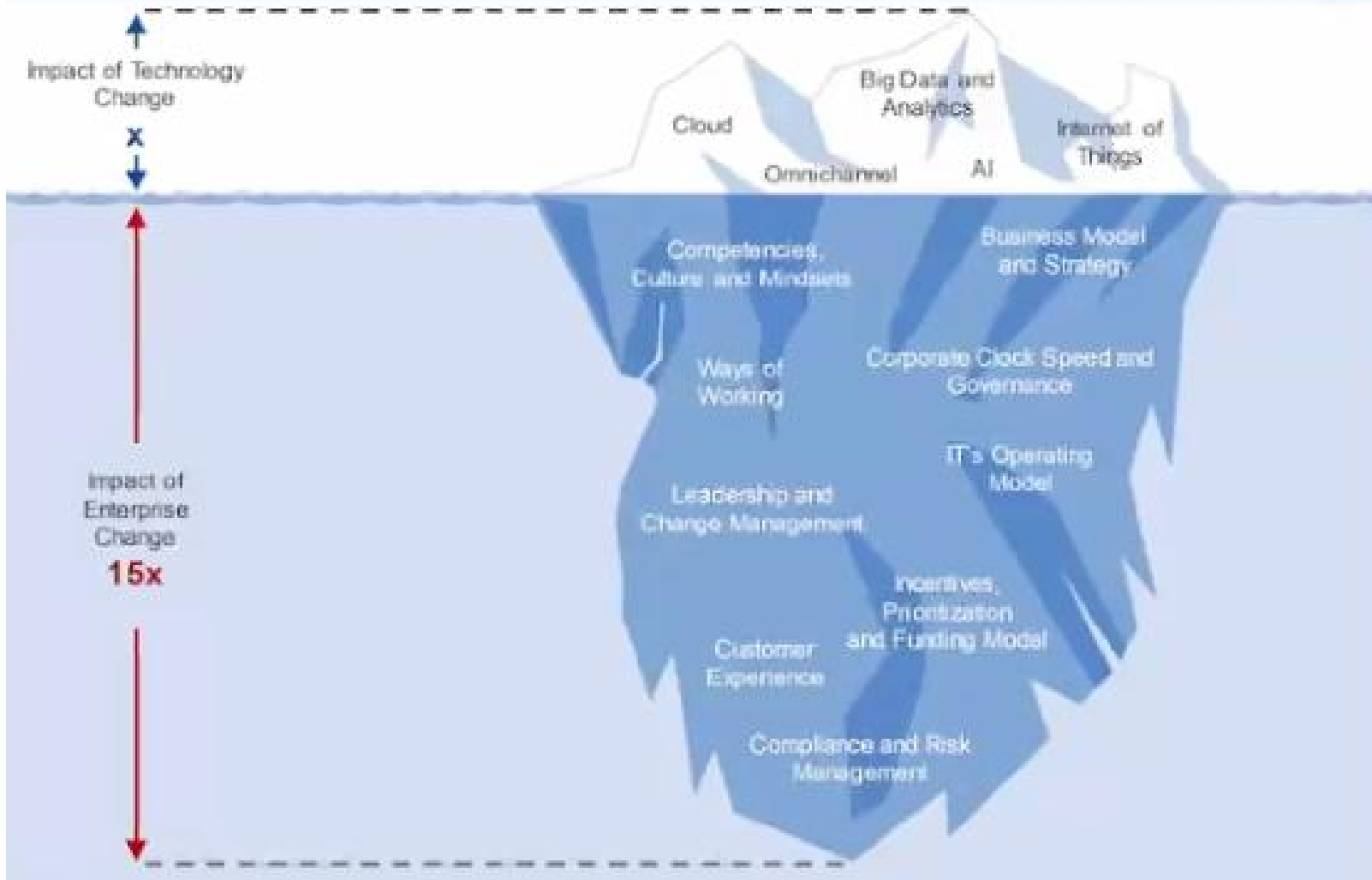
**"DIGITAL TRANSFORMATION
IS NOT ABOUT TECHNOLOGY
AT ALL.**

IT'S ABOUT PEOPLE "

user-centric DESIGN APPROACH



Digital Transformation - More Than Technology



The Impact of Technology and Enterprise Change on the Likelihood of Success in Transformation

Impact of Enterprise Change
15x

Digitization, Digitalization, and Digital Transformation



DIGITIZATION

The process of making information available and accessible in a digital format.



DIGITALIZATION

The act of making processes more automated through the use of digital



DIGITAL TRANSFORMATION

The process of devising new business applications that integrate all the digitized data and digitalized applications.



Payroll Example

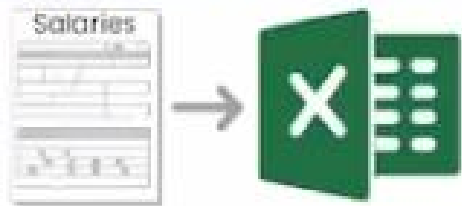
Digitization, Digitalization, and Digital Transformation



Payroll Example

DIGITIZATION

Converting salaries sheet into Excel



DIGITALIZATION

Creating a payroll application



DIGITAL TRANSFORMATION

Integrating payroll with other enterprise systems for automated and strategic business operations.

Quick Question



Which of the following is a benefit of digital transformation?

- A) Increased operational costs
- B) Enhanced customer satisfaction and engagement
- C) Decreased data security
- D) Decreased need for data analytics

Quick Question

Which of the following is a benefit of digital transformation?

A) Increased operational costs

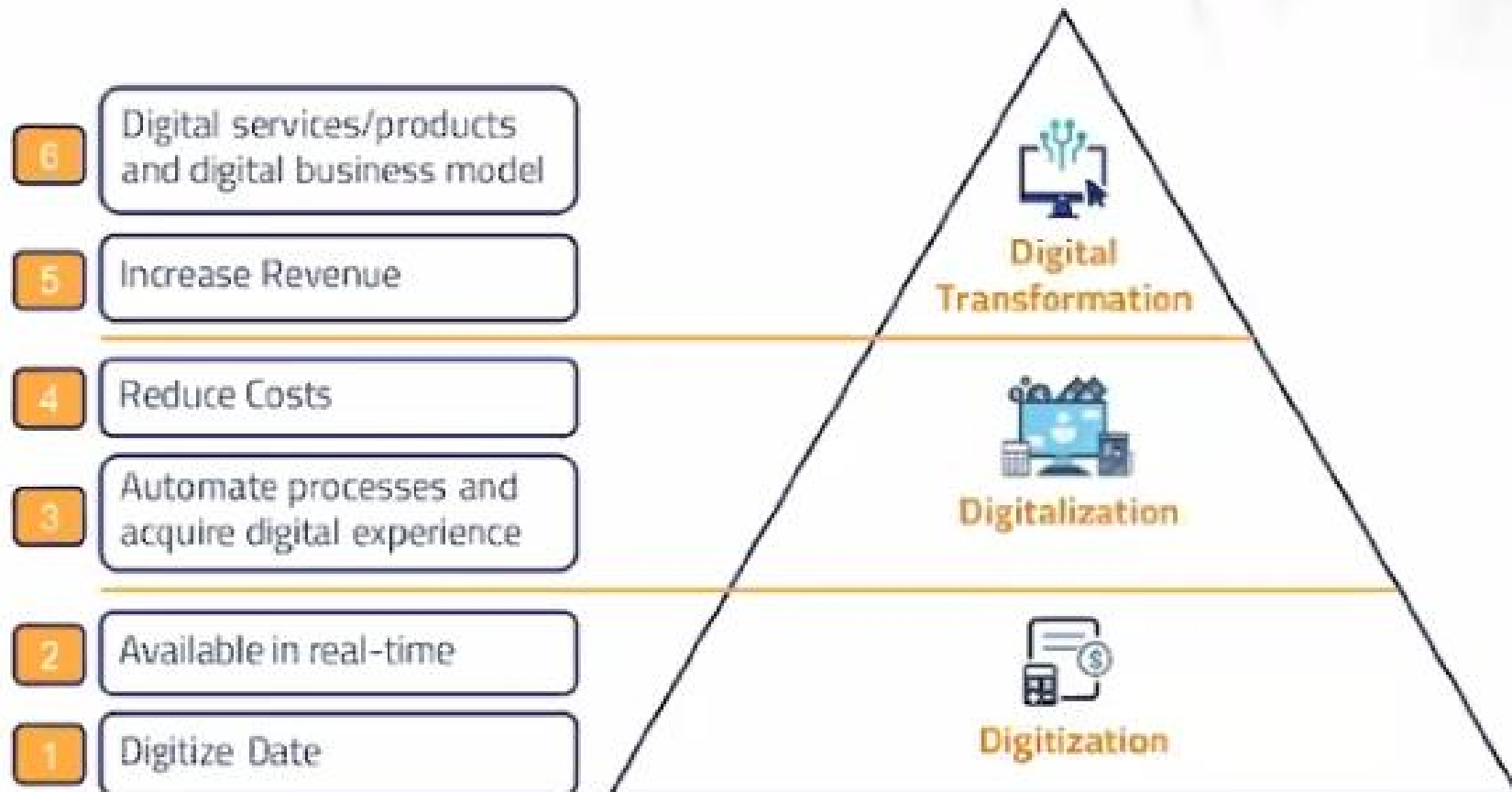


B) Enhanced customer satisfaction and engagement

C) Decreased data security

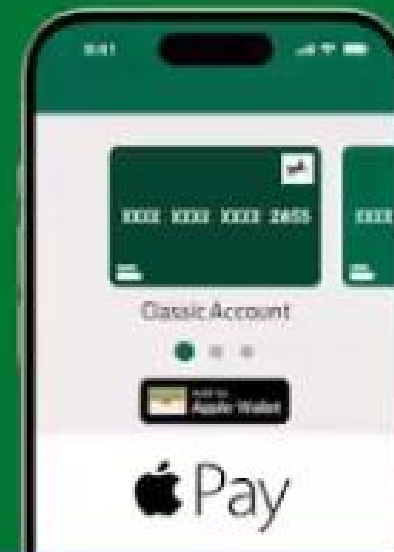
D) Decreased need for data analytics

Benefits of Digital Transformation





LLOYDS
BANKING GROUP



Digital Transformation in Banking?

Key aspects of digital transformation in banking include:

Omnichannel Banking: Providing customers with an integrated, seamless experience across multiple channels, such as online banking, mobile apps, ATMs, and physical branches.

Personalization: Leveraging data analytics, artificial intelligence (AI), and machine learning (ML) to tailor products and services to individual customer needs and preferences.

Automation and Process Optimization: Implementing technologies like robotic process automation (RPA) and AI to streamline internal operations, reduce costs, and enhance efficiency.

Advanced Security Measures: Adopting innovative cybersecurity solutions and practices to protect customer data, prevent fraud, and ensure compliance with relevant regulations.

Data-Driven Decision Making: Utilizing big data analytics and advanced algorithms to make informed strategic decisions, optimize risk management, and drive innovation.

Collaboration with Fintech and Open Banking: Partnering with fintech startups and embracing open banking initiatives to foster innovation, improve customer experiences, and expand service offerings.

The Exponential Growth of Technology

Number of **years** it took for each product to gain **50 million** users



The Exponential Growth of Technology “in Egypt”

POS



In 2020
70,000 Machine

In 2021
700,000 Machine

Meza Cards



21 Million Card

Mobile Payments



Before **COVID**
55B Transaction

After **COVID**
175B Transaction

Contactless Payments



After **COVID**
700% Increase

Quick Question



Which of these is a potential challenge of digital transformation?

A) Improved operational efficiency

B) Enhanced data analytics

C) Resistance to change from employees

D) Streamlining and automating processes

14:15



Quick Question

Which of these is a potential challenge of digital transformation?

A) Improved operational efficiency

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C) Resistance to change from employees

D) Streamlining and automating processes

BANKS DIGITAL TRANSFORMATION CHALLENGES

1.

Legacy
systems &
siloes data

2.

Customer
data
security

3.

Right
technology
partners

4.

Skills gap &
Internal
Resistance

ROADMAP TO DIGITAL TRANSFORMATION



1. ASSESSMENT

- Define the vision
- Assess the current state



2. STRATEGY

- Objectives & steps outline
- Engage stakeholders



3. IMPLEMENTATION

- Accelerate innovation & customer experience
- Systematically reinforce internal capabilities
- Adopt new technologies: Blockchain - (AI) - (IoT)
- Build resilient, secure, & compliant operations
- Actively shape day-to-day behavior
- Drive operational efficiency

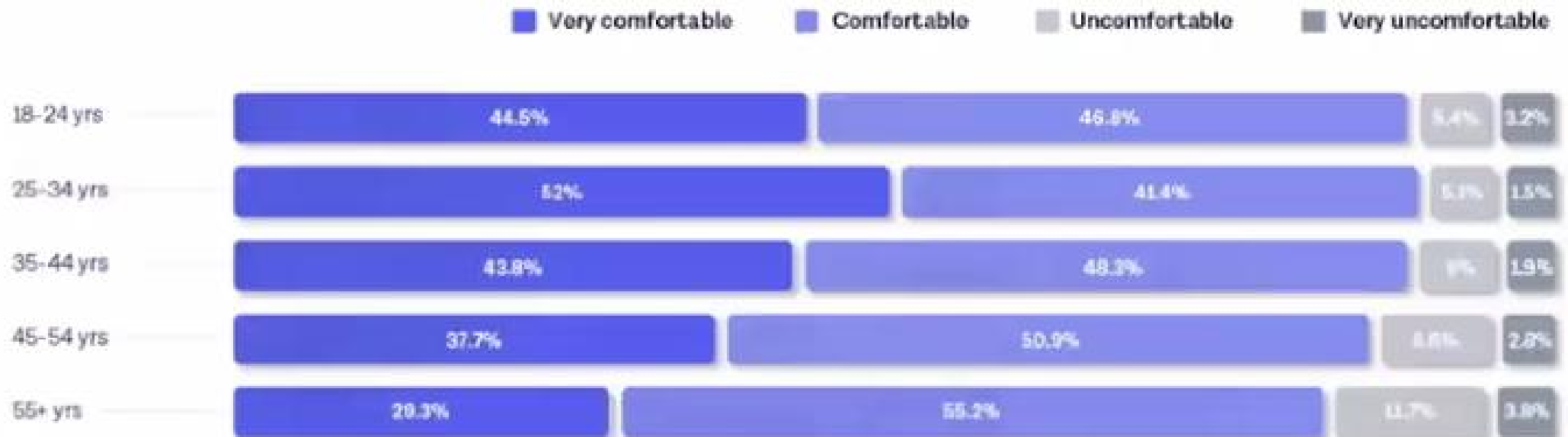


4. MEASUREMENT & LEARNING

- Measure: Return on digital investments – Digital sales
 - Digital adoption
 - Digital talent
- Listen to customers

Customers and Digital Transformation

How comfortable are customers accessing services online?



Data from the [Digital by Default](#) customer insights research report.

Quick Question



How does digital transformation impact the traditional businesses?

A) By maintaining the current status

B) By increasing reliance on analog technologies

C) By reducing the need for customer interactions

D) By disrupting the traditional model

Quick Question



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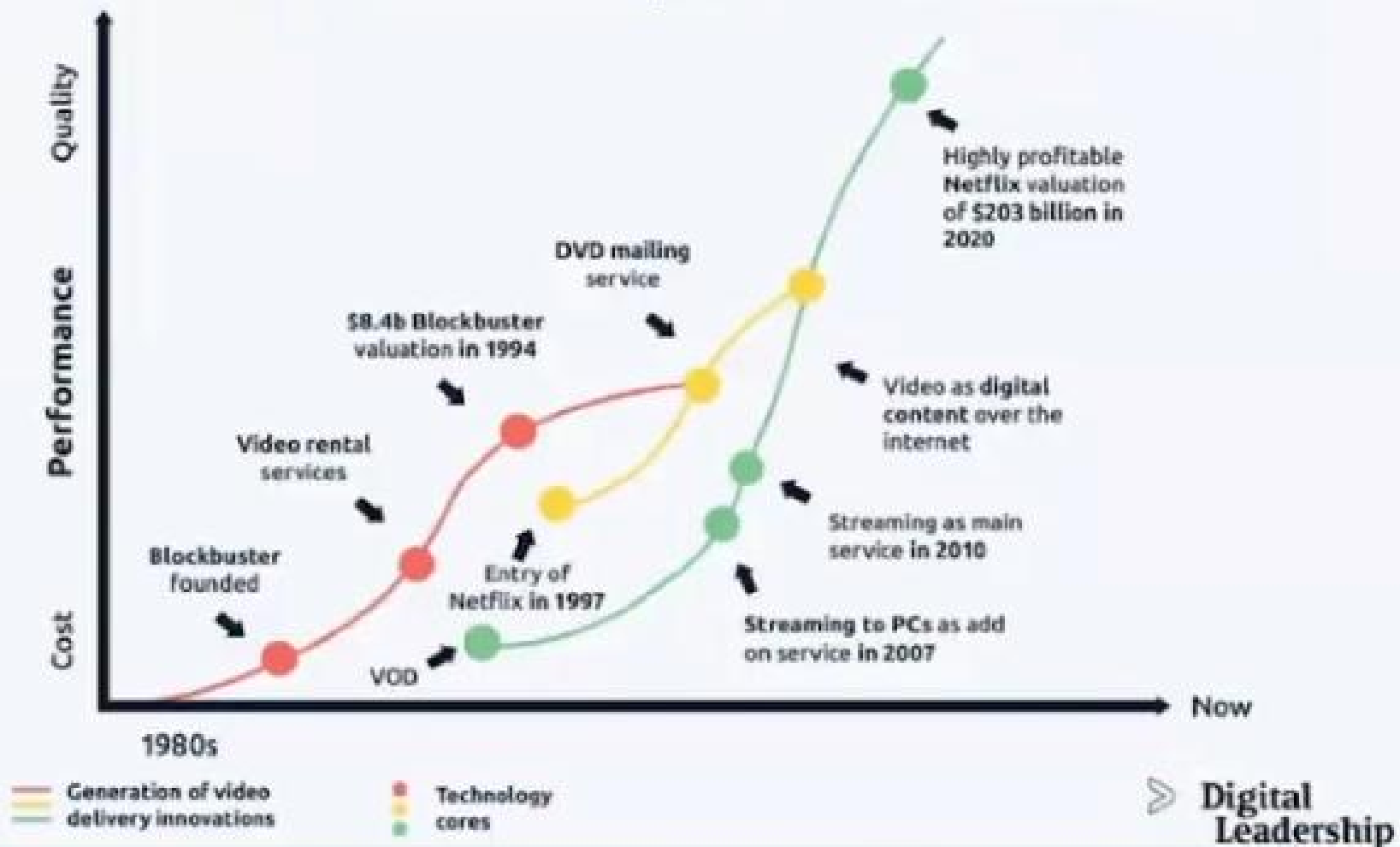
D) By disrupting the traditional model

What Is Disruptive Innovation?

" **Disruptive** models are a type of disruptive **innovation** that brings a **new idea**, **refining**, or **optimizing a product/service** to an **existing market.** "



NETFLEX Disruptive Innovation



VISA Disruptive Innovation



Visa Introduced a **disruptive innovation** that transformed the way people conducted transactions. In **1958**, the issuance of **the first credit card** by the Bank of America marked a **radical shift** in the way **money was spent**. Although initially limited to a \$300 spending limit and restricted to California, this innovation paved the way for **a new era** of credit-based spending, **eliminating the need for physical cash**.

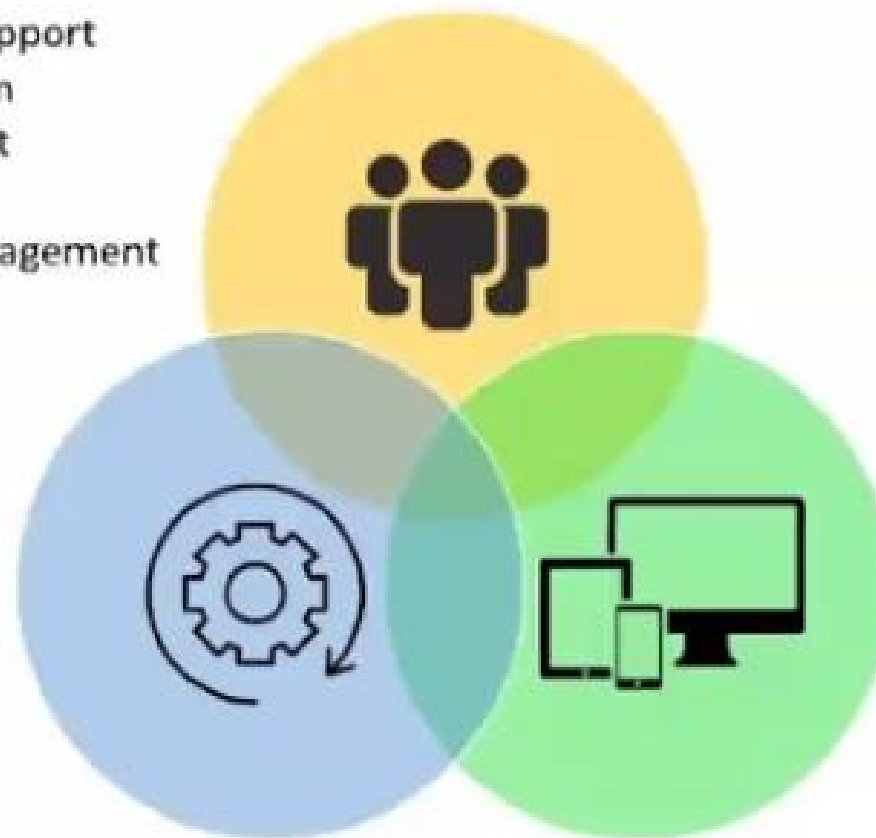
The Three players of Digital Transformation

People

- Executive support
- Collaboration
- Commitment
- Roles
- Change management
- Training

Process

- Governance
- Guidelines
- Measurements
- Standards
- Workflows
- Best practices



Platform/Technology

- Technology infrastructure
- CRM, ERP, LMS, etc.
- Business intelligence tools
- Digital marketing applications

Conclusion



THANK YOU!



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