



الاتحاد المصرفي العربي  
Union of Arab Banks



EXCELLENCE AWARD 2018



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## Arab Digital Banking Excellence Award - 2018

### I. About the Arab Digital Banking Excellence Award - 2018

Day by day, we are witnessing an increasingly development of the digital transactions and e-commerce worldwide. For the financial sector and in order to keep up with this development, an urgent need for a new generation of financial institutions have been evolved. A need for a non-conventional and new generation banks that goes beyond the traditional pattern of performance and services and fits with the customers' requirements is needed.

Given the tremendous technological advances, the adoption of financial institution's of the digital alternative have participated in providing effectively a large range of services at low costs that shorten time and place and fits with the customers' requirements.

In this respect, and in order to implement the Memorandum of Understanding between the Union of Arab Banks (UAB) and the Arab Information and Communication Technologies Organization (AICTO), both organizations are launching the first edition of the "Arab Digital Banking Excellence Award" for 2018.

The main goal of this annually award is to appraise and showcase the efforts of the Arab banking institutions in providing and developing digital services, as well as encouraging and motivating all stakeholders in order to move forward in providing innovative and creative digital solutions and services to all beneficiary parties (customers) by the usage of the new technological trends to the development of such a vital sector.

### II. Organizers:

#### 1. Union of Arab Banks (UAB)

The Union of Arab Banks (UAB) is an Arab regional organization working within the framework of the unions emanating from the League of Arab States. The UAB is currently comprised of over 320 Arab banking and financial institutions within its membership, making it the largest banking and financial consortium in the region.

#### Mission

- The UAB mission is to be:
- A central reference point for financial and banking Community in the Arab region
- Supportive for boosting links between its members and strengthening cooperation between their activities and defending their interests
- Developer of the Arab Financial thought and the Arab banking industry on solid and sustainable basis
- A gateway for Arab Banks to the rules of the international banking and to facilitate and enhance their integration into the global banking and financial industry

#### Vision

To be the leading banking and financial organization in the Arab World, working to enhance the Arab financial and banking industry towards a more professional level



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## **2. Arab Information and Communication Technologies Organization (AICTO)**

The Arab Information and Communication Technology Organization AICTO is the leading regional organization fostering the development of information and communication technologies infrastructure and services. AICTO aims at developing ICTs throughout the Arab countries region by promoting common policies and strategies to develop vital technological domains; providing the adequate environment to prepare, upgrade and attract Arab ICT skills and experts taking advantage from initiatives and advanced experiences in matter of ICT deployment, among others;

AICTO Strategic VISION:

AICTO is working to achieve: “Toward a harmonious Arab digital society based on innovation and technological innovation that supports Arab-regional integration and contributes effectively to the growth of the sustainable global digital economy”

### **AICTO’s MISSION:**

Providing an open platform for ICT Multistakeholders (Public sector, Private sector, Civil Society and specialized bodies): for dialogue, experience & expertise sharing and for technological knowledge transfer.

## **III. Goals of the Award :**

### **There are Five main goals of the “ Arab Digital Banking Excellence Award – 2018”**

1. Establishing the culture of excellence and positive competition among the Arab financial institutions (Banks) in the field of digital transformation and the development of new digital services
2. Appraising the innovative services provided by the Arab Banks and the FinTech Companies and disseminating them amongst the region
3. Achieving the Digital Financial Inclusion within the Arab region namely in the least developed countries and highlighting the role of the technological development in the access of all citizens to the financial services
4. Encouraging investment in the innovative projects dealing with the financial solutions, services and digital financial applications
5. Enhancing the awareness amongst the Arab Citizens about the reliability of the digital financial services and solutions provided by the Arab Banks/Financial institutions

## **IV. Categories of the « Arab Digital Banking Excellence Award – 2018 »**

The “Arab Digital Banking Excellence Award – 2018” is composed of 5 main categories. Categories have been carefully chosen to ensure the highest transparency and efficiency in the process of selection of Award winners. Each category of the Award has its own and specific assessment criteria.

### **1. Award of the Best Digital Bank in the Arab region**

This Award category is to award the Arab bank which has achieved a proven high efficiency in digital services and a continuous growth in the digital customer’s number besides the innovative design of the digital services platforms. Exceptionally, this award includes only the first Award to be given equally to three banks from the Middle East, Gulf, North Africa regions.



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Selection/Assessment Criteria:

- The capacity of the digital strategy of the bank to polarize and serve the digital customers
- The success in driving customers towards the digital offers
- Growth in the number of digital customers
- Widening of the range of the digital services and products provided/offered by the bank
- Customers benefits from the digital initiatives of the Bank

## **2.Award for the best Digital Service**

This award is to be granted to the Arab Bank providing a creative and innovative digital financial service with a high level of effectiveness. This service has to be directly related to the improvement of the quality of service provided to its customers.

Selection/Assessment Criteria:

- Innovation and creativity: the extent of creativity and innovation of the digital service, which distinguishes it from other services provided by other banks
- Effectiveness: rate of users/beneficiaries
- Growth of users ratio (evolution over the past three years)
- The contribution to the development and the improvement of quality of the banking services
- The extent to which these digital services meet the needs of the Bank customers
- The ease-of-use by all user categories (men, women, elderly people, Persons with disabilities)

## **3.Award of best Mobile Banking Application**

This category is to award the financial institutions delivering their services through applications on smart devices (mobile phones or tablets) in order to improve the quality of services, to reduce costs and to save time and efforts.

Selection/Assessment Criteria:

- Innovation and creativity of the mobile applications provided by the bank to its customers
- The feel-and-look of the application and its operational effectiveness to provide digital service for customers
- The ease-of-use by all user categories (the good organization of icons and links to enable users to access the different components of the application in a smooth and fast way while taking into consideration the special needs of elderly people and persons with disabilities)
- Contribution of the application in the access of citizens/users to banking services (especially in rural / isolated areas)
- Digital trust and Cybersecurity (the extent of the conformity of the application with the cybersecurity requirements and the right of protection of personal data and information of users ??? )

## **4.Award for the best Banking Website**

This prize is dedicated to the Bank having the most outstanding /featured website. Participants will be evaluated on the basis of the distinction/uniqueness of the website design, the extent of its conformity to the policies and standards in relation with the banking websites and its adoption of the international best practices in the field besides the easy access to the services and information.

Selection/Assessment Criteria:

- Uniqueness/Outstanding of the website design: techniques, tools, and the uniqueness of the front-end design (user Interface)



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- Quality of the services and information on the website and their usefulness for customers/users
- Used languages (to reach a big number of user categories)
- Interactivity with customers : the possibilities provided by the banks in their direct relationships with customers
- Usability and Ergonomics (the good organization of icons and links to enable users to access the different components of the website in a smooth and fast way while taking into consideration the special needs of elderly people and persons with disabilities)
- Digital trust and Cybersecurity (the extent of the conformity of the Website to the cybersecurity requirements and the protection of personal data and information of users)

### **5. Award for the “Digital Financial Inclusion”**

This category of prize is to award the Arab Banks having achieved the biggest national results at the national level in regards with the “Financial Inclusion” through giving the suitable and equal chances for all society categories to manage their money by providing them with digital services and financial products fitting their requirements and providing the technological infrastructure able to best deliver the financial services through masterful digital Channels.

Selection/Assessment Criteria:

- Adoption of a dedicated Technological Strategy to achieve the “Digital Financial Inclusion”
- Adoption of the communication plan to aware/inform citizens, namely in the isolated and rural regions, about the financial digital services
- Facilities and benefits provided by the Bank to achieve the “Financial Inclusion” and the “Digital Financial Inclusion”
- The success of the Bank in achieving the goals of its “Digital Financial Inclusion” strategy: through the number/rate of the beneficiaries.

### **V. Jury Committee**

A specialized “Jury Committee” composed of high profile experts in the field will evaluate/assess all applications and select the initiatives which have the biggest impact on users/customers in the Arab region by providing and delivering digital financial services. The selection procedure will be based on scientific criteria (as mentioned earlier)

Jury Committee members:

1. Union of Arab Banks (UAB): Secretary General
2. Arab Information and Communication Technologies Organization (AICTO) : Secretary General
3. An International expert in FinTech
4. An International expert in the field of Mobile Applications
5. An expert representative of « GSMA »
6. An expert representative of « ITU »
7. Representatives from Arab regulations bodies .
8. An Arab or International expert in the field of Financial services

### **VI. Conditions and mechanisms of participation**

All parties wishing to participate in the “Arab Digital Banking Excellence Award – 2018” are kindly invited to fill on the enclosed “Registration Form” to the following e-mail: [awards2018@adb-awards.org](mailto:awards2018@adb-awards.org), no later than the 15th December 2018. If you would like to share more information, you have to send enclosed separate documents with the form.



To get a word version of the “participation form”, please send a request to the e-mail mentioned above.

- Candidates could apply for more than one category of the Award
- The service, application or the website has to be officially launched and being already in use (for categories 2/3/4)
- The application form has to be sent in two languages “Arabic” and “English” signed by the director/responsible of the ICT department in the Bank. (All needed information have to be provided). The application form has to be accompanied by the proof of Bank Transfer, as indicated.
- Participants will receive an e-mail, either to confirm the participation or to ask for additional information to complete the file, within the deadlines set out.

Please note that the information about the Awards’ conditions and procedures are provided in details through the website of the Award: [www.adb-awards.org](http://www.adb-awards.org)

## **VII. Phases of the Award :**

### **1.Phase 1 : Launching and promotion**

This phase includes the announcement about the launching of the “Arab Digital Banking Excellence Award – 2018” during the opening ceremony of the “SITIC-Africa - 2018” – 10 April 2018 in Tunis – Tunisia, to promote it at local, regional and international levels.

After that, official letters are to be sent to the potential participants by the Union of Arab Banks and the Arab Information and Communication Technologies Organization. In addition, various communication channels have to be used (Written and Audiovisual Media) besides the development of a Website and the use of the social media channels.

### **2.Phase 2: Phase of Application**

The application for the “Arab Digital Banking Excellence Award – 2018” will be open from the 2nd of July 2018 to 15 December 2018 upon the conditions and procedures mentioned earlier.

### **3.Phase 3: Phase of Assessments**

During this phase, the dedicated jury will assess all applications for the Award categories and select the best of them during the period from 15 December 2018 to 31 January 2019.

### **4.Phase 4: Phase of coronation**

A coronation ceremony will be held to announce the final results and award winners in the first “Arab Digital Banking Excellence Awards – 2018” within the scope of a regional conference on “Digital Banks Services and Solutions” to be held in partnership between the Union of Arab Banks and the Arab Information and Communication Technologies Organization during the first quarter of 2019. (Details are to be provided later).

The ceremony will be Broadcast live on an Arab TV Channel

Besides the Financial institutions winners in the Award, all Arab Financial Institution are to be invited to the ceremony in addition to many Arab and foreign Stakeholders from the financial and the financial technology (Fintech) fields. During the ceremony, winners will present and showcase their projects and experiences.



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## VIII. Awards:

- Annual subscription (for one year ) in the UAB's magazine (2 editions)
  - Special annex of 10 pages of the UAB's magazine (to be distributed to all Banks members)
  - A contract for advertisement space in the UAB's magazine (3 months)
  - Display of its Name and logo in the websites of UAB ([www.uabonline.org](http://www.uabonline.org)) and AICTO ([www.aicto.org](http://www.aicto.org) )
  - A free of charge participation for 2 people in the Annual Arab Banking Conference for 2019 to be held in Bayreuth – Lebanon during the month of November 2019
  - Winners will be awarded during the Awards' ceremony.
  - For the first category; Best Digital Bank in the Arab region: Winners will receive a special award from the jury: "Digital Excellence Award".
- (\*) As mentioned before, this award will include only the first place to be given to three banks from the Middle East, Gulf and North Africa regions.

## IX. Contact:

- For further information about the Award, the agenda, conditions and mechanisms of the participation, etc...please contact:
- General Secretariat of the Arab ICT Organization
- Phone: (+)216 71 320713
- Fax: (+)216 71 320719

General Secretariat of the Union of Arab Banks

- Phone: (+)961 1 377800
- Fax: (+)961 1 364952

**E-mail: [awards2018@adb-awards.org](mailto:awards2018@adb-awards.org)**

**Website: [www.adb-awards.org](http://www.adb-awards.org)**