

Digital Ecosystem: An Evolving Model

**AMFOT National Conference 2022,
Dushanbe, Tajikistan**

Mrs. Rusudan Kharabadze - Business Development, ASPEKT
October, 2022

Improving Finance Together



Ground Rules

Speakers do not have a monopoly on good ideas

Speak up - this is intended to be an interactive session



Back



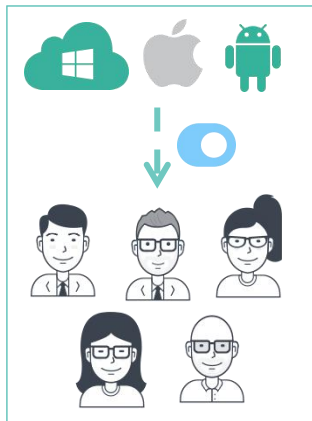
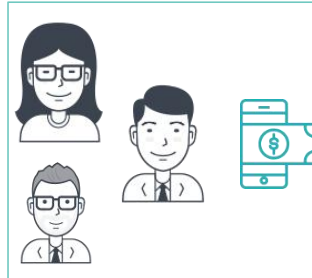
Digital Disruption - Look Back

e-Commerce



Digital
Disruption

*What is the
digital elephant?*



FinTech

e-Commerce
*"disrupted" the
existing models in
the ICT distribution
channel (with direct
sales models, the
horror!).*

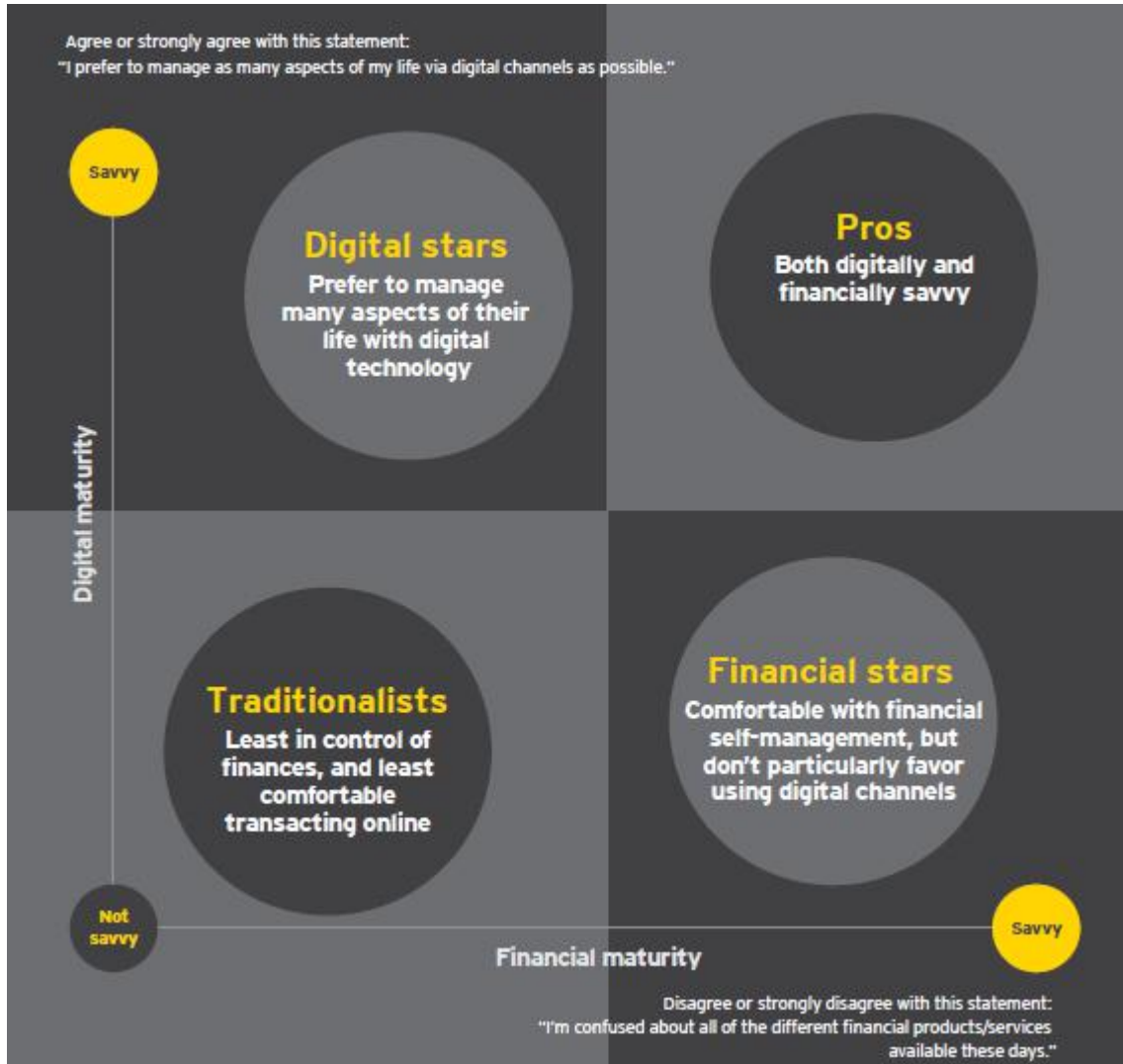
**FinTech
Companies**
*Competitors or
Collaborators*



Digital
Dinosaur

*Can legacy software
survive the digital
disruption?*

Digital Maturity



“

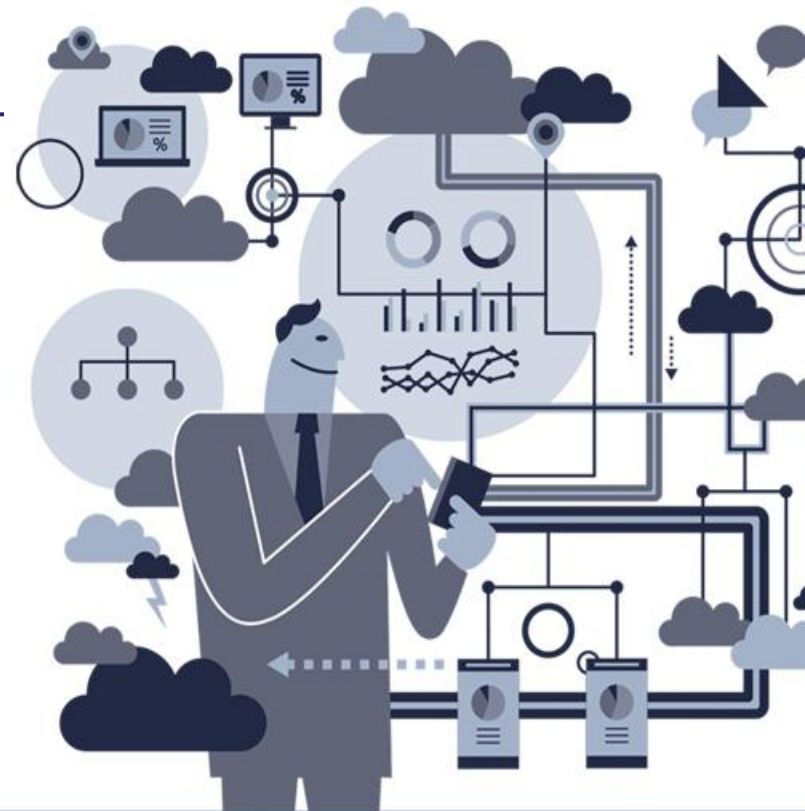
Banks must also recognize that digital is only one channel consumers consider as essential to a great experience. All channels remain relevant to significant portions of consumers.

Source: Customer experience: innovate like a FinTech. Part of a series of articles exploring key themes from the EY Global Consumer Banking Survey 2017 EYGM Limited.

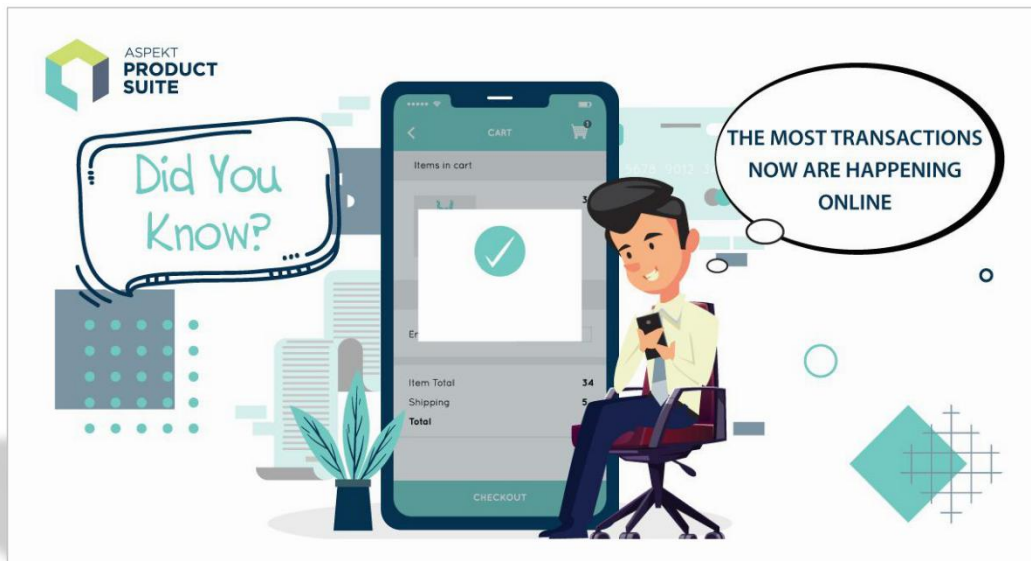


Digital Acceleration

What we have faced



Digitalization As Essential Importance For Business Continuity During Crisis

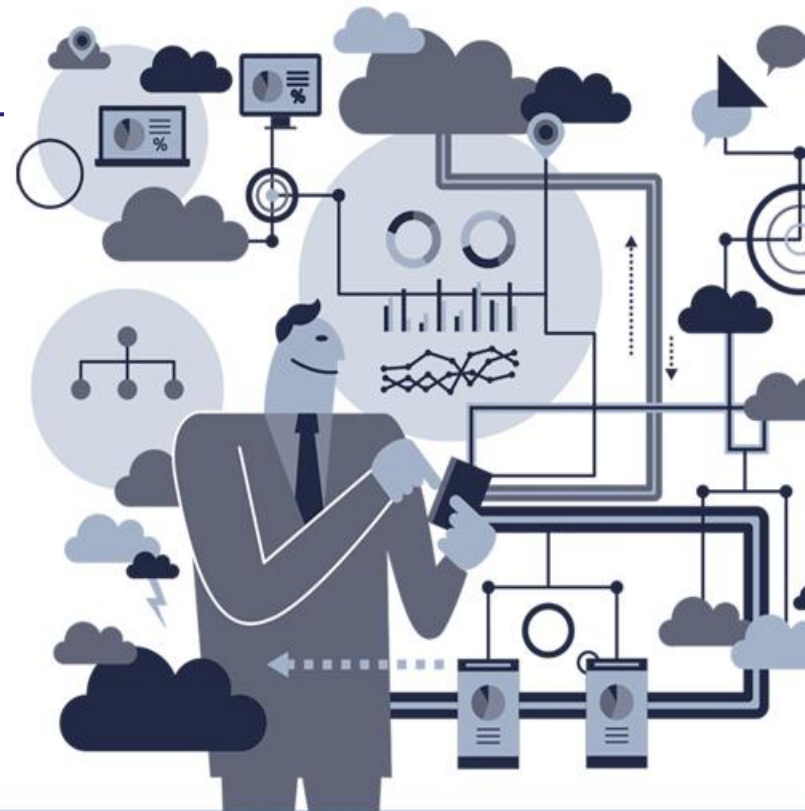


**The “New
Normal” And
New Kind of
“Always-
Connected”
Customer**



The New Era

Digital Ecosystem Approach



The back layer of digitalization

External Stakeholders

Credit Bureau
Pension
Funds
Revenue
Office



MNO Wallet Providers
Bank Wallet Providers
Fintech Wallet
Providers



Payment Systems
Cash Terminals
Fintech Payment
Providers
Payment Integrators



Artificial Chatbots

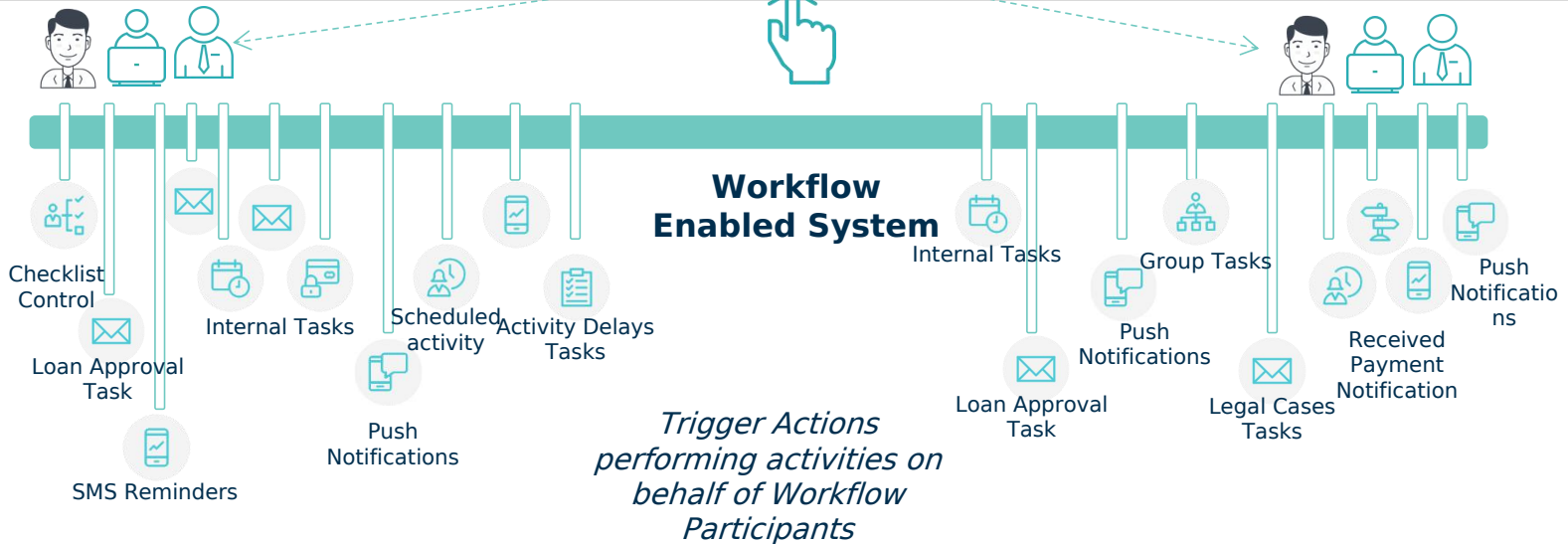


E-banking & Mobile Banking



Technology Interaction (API Delivery Layer) - Rich structure enabling seamless communication

Workflow Technology

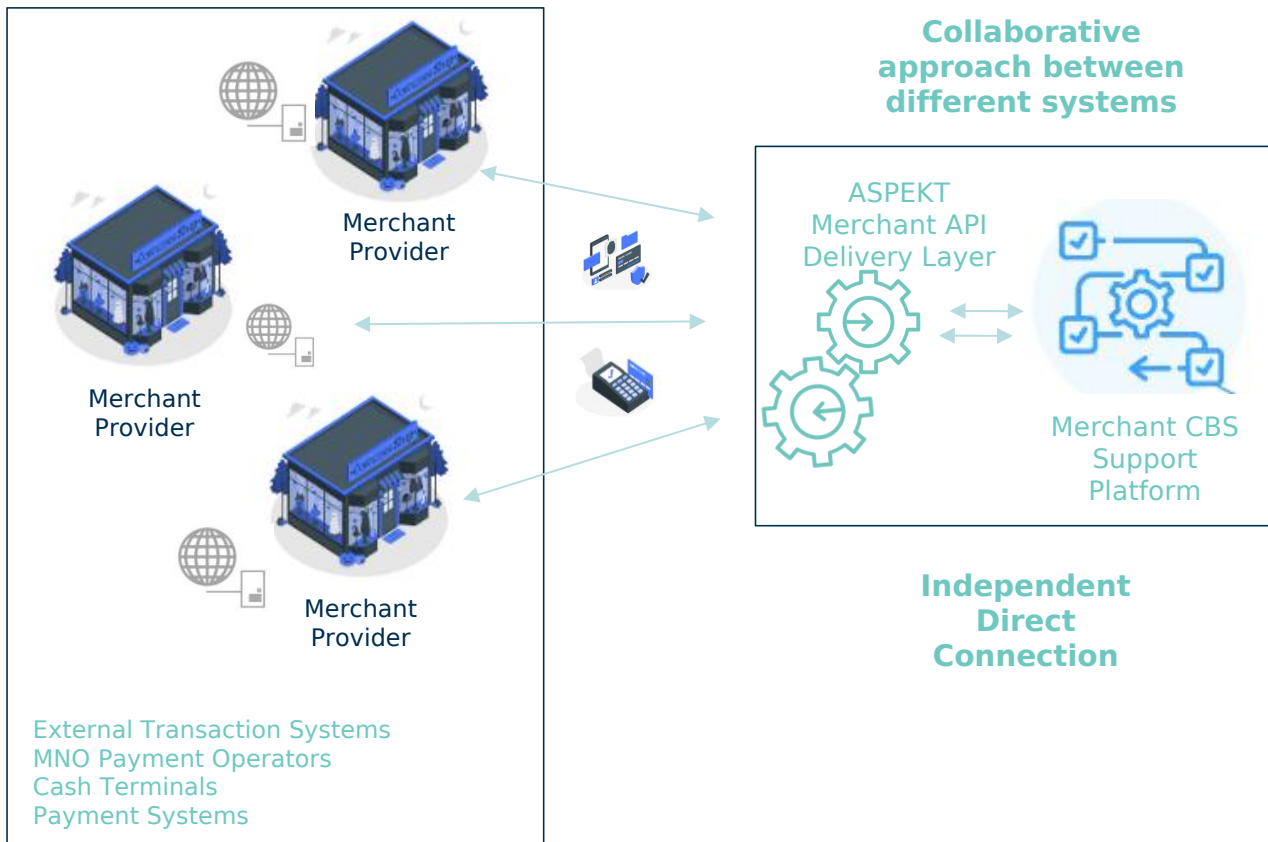


ASPEKT Merchant Collaborative Platform

Digital Ecosystem Innovation Case Study



Digital Delivery Layer - Collaborative Ecosystem Platform



Ecosystem Platform

Collaboration and partnership as new perspective of innovation

Rich Structure of technology interaction

Open and seamless communication

Complete access to external stakeholders

Easier integrations with modular architectures and communications via APIs

Innovative way to serve clients better

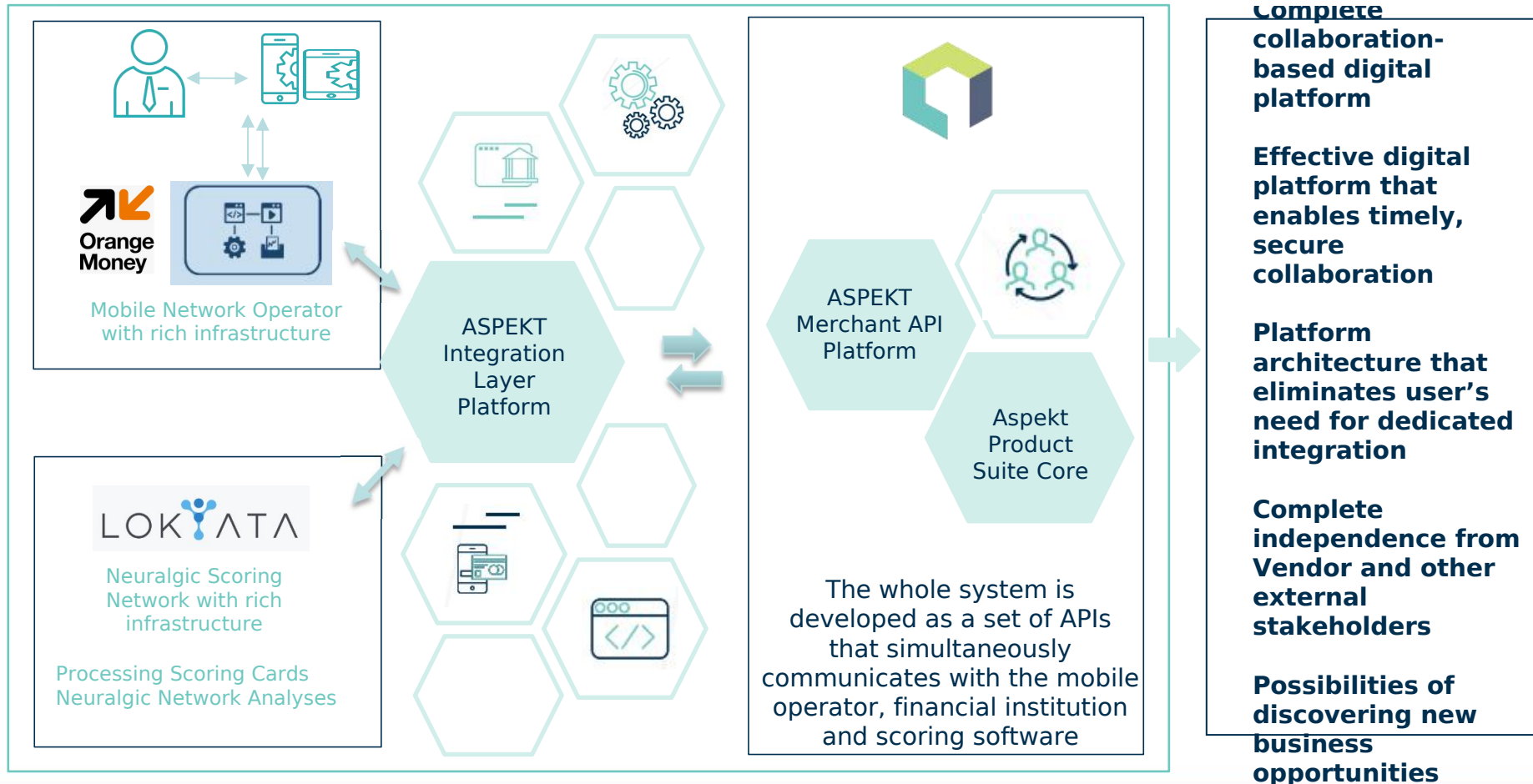
Digital Finance Channel “M-Kajy”

Complete Digital Ecosystem as the newest and first one of such service in Madagascar



Premiere Agence de Microfinance (PAMF), Madagascar

Winner at the “Innovative enterprise of the year 2019” manifestation;



Comparative Figures

Economic Environment



Madagascar
Population
25.5 Millions

Estimations

3000 - 6000
Loans served in
1 year

Figures in 1st year

- 3.500.000 Applications
- 700.000 Loans Served
- 300.000 Active Loans
- 17M Portfolio Increase

Current Figures

- > 11.000.000 Applications
- > 2.500.000 Loans Served

Estimations

3000 - 6000
Loans served in
1 year

Figure

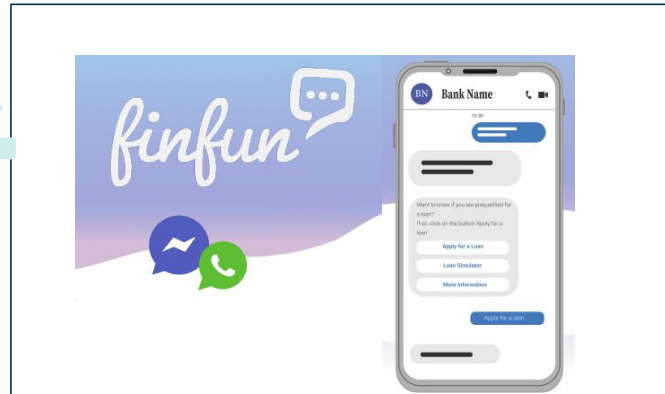
- 2.000 Loans Served



Mali
Population
18.5 Millions

ASPEKT Conversational AI & Chatbots

Complete Digitally-driven Solutions for seamless communication



Through this integration, FinFun can instantly:

- Create new clients/leads in the system
- Create loan applications
- Provide loan application status to customers
- Provide account information to customers
- Repay loans
- Perform account deposits and withdrawals



The best use for customer interaction management for banks.

Maximize the Collaboration by leveraging Chatbots

Interaction with customers in real-time, ensuring better customer satisfaction

Accelerating the adoption of new digital technology

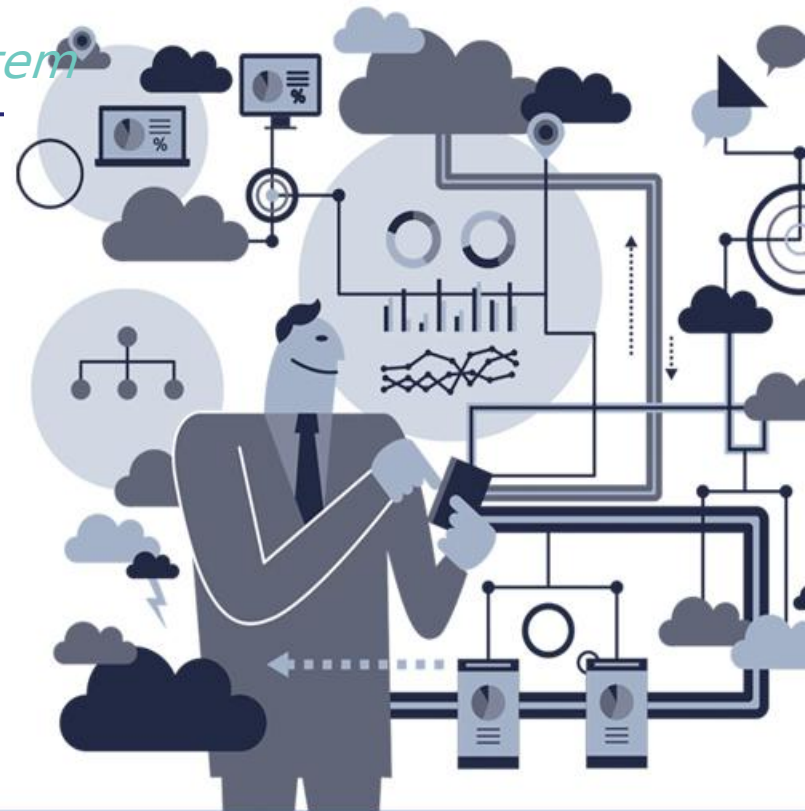
Improving digital self-service capabilities

Enhance productivity and employee experience



Collaborators & Partners at the Forefront

Key to building a thriving digital ecosystem



Digital Ecosystem Creation

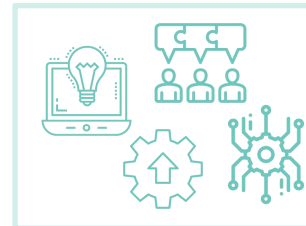
The Mindset That Digital Ecosystems Require



Client Onboarding
Loan Operations
Account Management
Security/Loan Prevention
AML Compliance
Deposit Operations
CRM Operations
Teller Operations
Finance & Accounting
E-Banking
M-Banking



Create An Open Collaborative Environment
Focus on customers & help partners engage with customers
Breaking down barriers to Innovation
Invest In The Right Digital Technology



External Stakeholders & Collaborators

Payment Providers
CRM Providers
Cash Management Providers
Digital self-service providers
MNO Operators
BI Providers
Third Party Integration Providers

Those who invest in creating a digital ecosystem will find themselves better prepared to take on the challenges of modern business

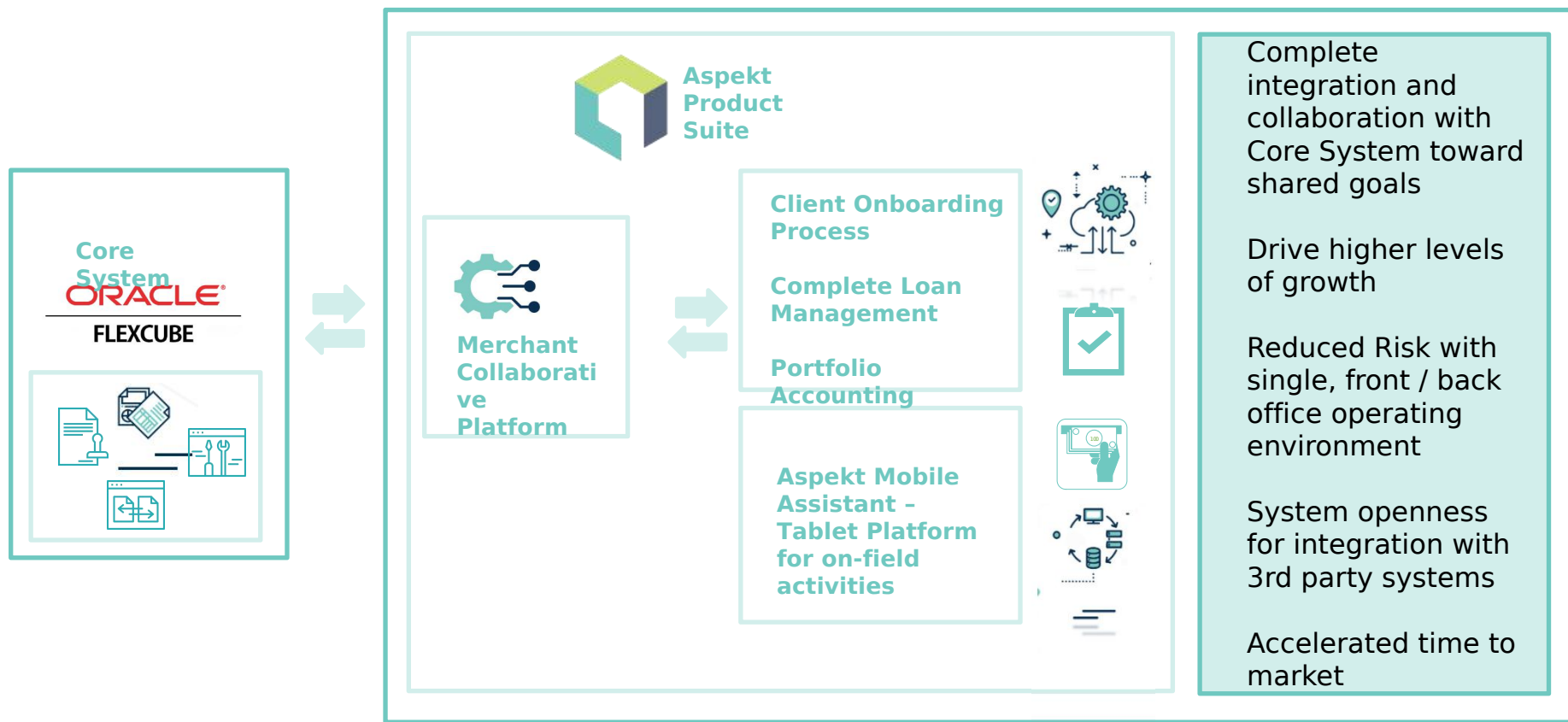
Optimization

Digital Ecosystem Innovation Case Study



Kyrgyz Investment and Credit Bank (KICB), Kyrgyzstan

"The best bank of Kyrgyzstan - 2015" according to the
"EUROMONEY"



The Social Impact & Sustainable Banking

Collaborative Digital Ecosystem Case Study

Partners spurring innovation in a rapidly changing financial world



ASPEKT as Technological Partner in delivering innovation

Complete Front Office System for Payment Operations

Complete API Delivery Layer and connection to the Core System of the HalkBank, A.D. Skopje
Cash Desk and Treasury Operations
Payments Transfers (non-cash / cash operations, input orders and billing)
Vault Administration



Macedonian Post

National Postal Operator & Clearing Center



HalkBank A.D. Skopje

The most reliable, customer oriented, innovative and growing bank on the Macedonian market

Sustainable Banking through Technology & Collaboration

Centralized system in **330 Post offices**, which processes **more than 25% of the total payment transactions** in the country

Real-time transaction processing and **24/7 availability**

New technology for providing **future modernization** in the banking industry

The Social Impact

Fostered **social impact growth**

Improved **financial stability and inclusion**

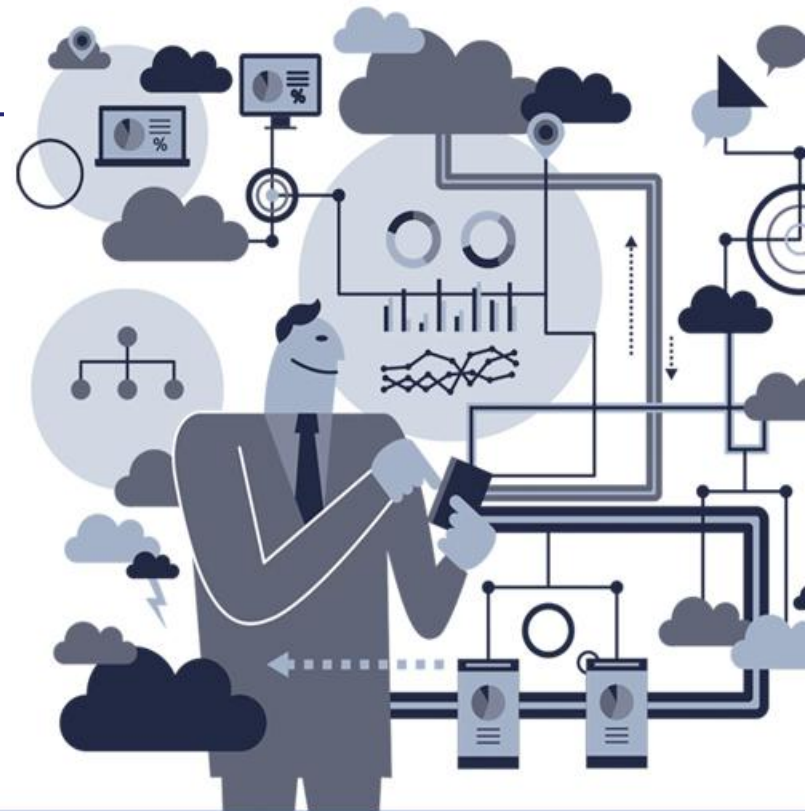
Reduction of **vulnerability**

Outreach to **the most rural areas**



Rapid Evolution of Digital Ecosystems

Data is the new currency in Finance



Data Mining & Big Data in Banking

Innovative business decision-making models

Bring intelligence to where your data lives



Delinquency and Loan Default Risk

Behavioral patterns based on the loan owner's characteristics and payment history

Analyses of credit portfolios and spot possible instances of delinquency

Various methods to predict the risk of loan default during the pre-approval process itself, to enable automation



Transforming Customer Service

Transform the customer experience and keep customers happy by leveraging customer service data for insights

Make more data - informed decisions about resource allocation and elimination of inefficiencies



Customer Acquisition and Retention

Increase customer retention by personalizing the customer experience

Provide the next-best action or product offering

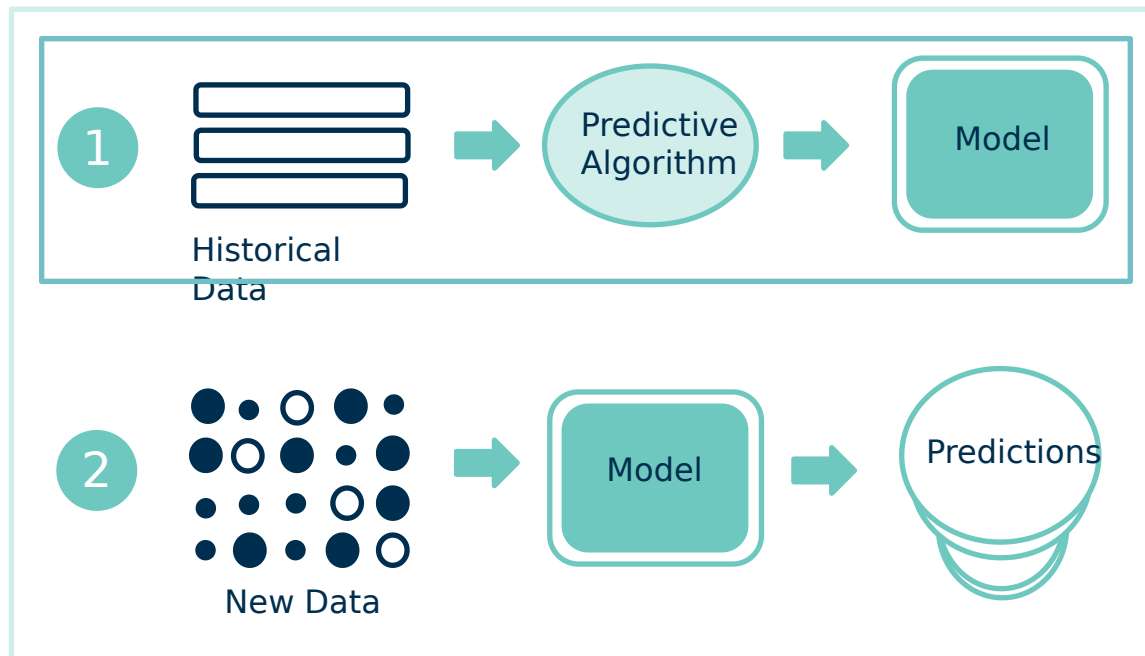
Increase acquisition rate by recommending targeted campaigns through customer segmentation and cluster analysis

Supervised Machine Learning: Advanced & Predictive Analytics Model

Data Storytelling Case Study



Winner of Big Data, Analytics
Solution of the Year at the IT
European Channel Awards 2022
in London



Provides faster and more accurate decisions, make **fact-based decisions**

Increases **operational efficiency** and reduces costs

New tactics and strategies that can help **business grow** and enhance the services provided for the customers

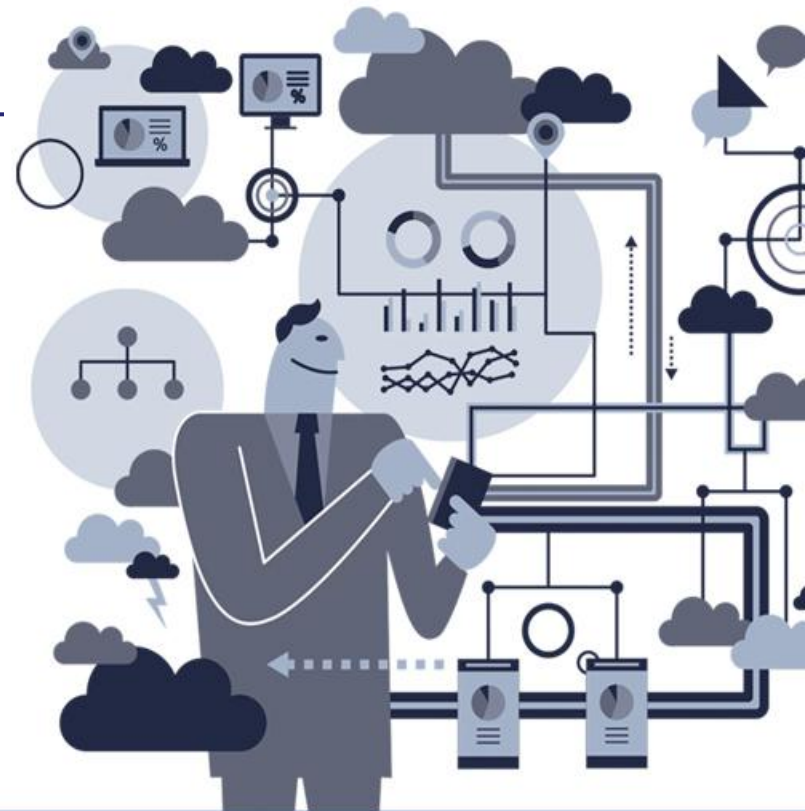
Reducing risk of loan default

Provides **faster and more accurate decisions** in approval process



Unifying Data

Optimizing Data with BI in Digital Ecosystem



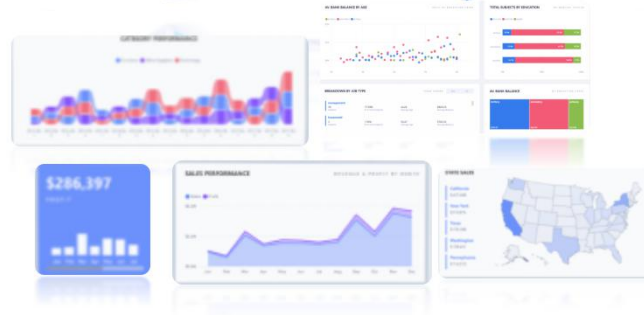
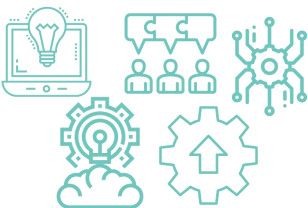
BI Reporting

Visualization and Data Analytics

Complete & Unified Digital Ecosystem Platform

External Stakeholders & Collaborators

CBS
Payment Providers
CRM Providers
Cash Management Providers
Digital self-service providers
MNO Operators
BI Providers
Third Party Integration Providers



BI Power Reporting Model

Strong Model for optimizing data at one place

Interactive Data Visualization in real time

Transform huge volumes of different data into valuable information

Gain actionable insights and improve business decision-making



Collaborative & Interactive Platform for complete Unified System



EFFECTIVE ECOSYSTEMS REQUIRE CREATIVE COLLABORATION AROUND DATA

Rich Data Visualization allowing **collaboration and share information across an organization**

Modern BI Model for **stakeholders to understand and collaborate with exact data in real time**

The best use of Data to fuel the business

Utilize data **most effectively**



Data transformation into **business actionable insights and better decision-making process**

Increase and **improve business's performance**

Modern data visualization techniques and data driven processes

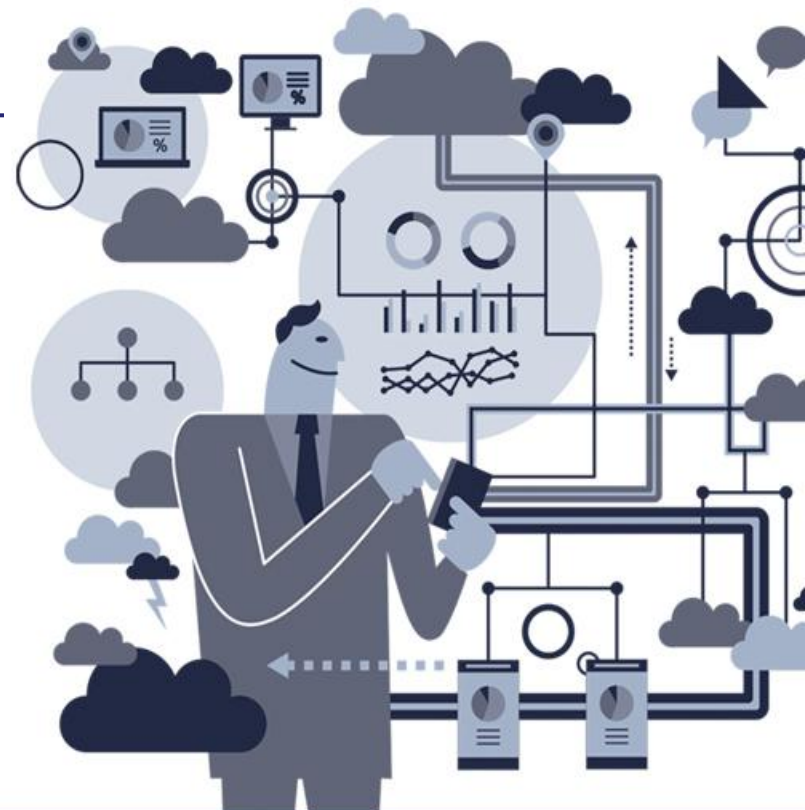
Manage, overview and **anticipate the business value generated from data**



ASPEKT
BUSINESS ANALYSES
& GLOBAL SOLUTIONS

ASPEKT

Who we are ?



Improving Finance Together

Company Introduction



ESTABLISHMENT & CAPACITY

Established **1992**,
ownership change
2007

Selected team of
professionals with
strong experience

Headquarter in
Skopje, N.Macedonia

& Office in **Bishkek**,



STRATEGIC FOCUS

Financial platform built
with workflow
technology for **Banking**,
Microfinance &
Leasing Industry

Company focused on
Innovation &
Flexibility



MARKET OPERATIONS

EUROPE
CIS & CAUCASUS REGION
MENA REGION
AFRICA

Awards & Recognitions



**ИНОВАТИВНО
ПРЕТПРИЯТИЕ**
на годината 2019



Finalist

Best technology partnerships

Presented by



Financial World Innovation Awards
Hallmark of Innovation

Finalist 2014

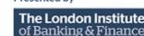
www.financialworldawards.co.uk



Finalist

Technology vendors - best financial ser-
vice solution - mobile banking & payments

Presented by



CorporateLiveWire
**INNOVATION
& EXCELLENCE
AWARDS 2020**

ASPEKT

2020 Award Winner

Financial Software Solutions Provider
of the Year

Thank You



Any Questions

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