Agenda

- Challenges
- Business Problem
- Solution
- Market Validation
- Business Model
- Revenue Forecast
- SWOT
- Competition
- Team Building
- Product Roadmap
- Go To Market Strategy
- Q&A

Banking Data Management Challenges

Banks collect data from several operational systems making data quality more challenging.

Perform massive amount of manual work increasing non-compliance risk.

Regulators impose hefty penalties to the banks due to non compliance

Digitization of business functions is increasing data volumes and variety of formats

A neglect of the control over suspense accounts can make it an easy target for committing frauds.

Higher error rates impacting bank reconciliation process and adding to operational risk and regulatory compliance.

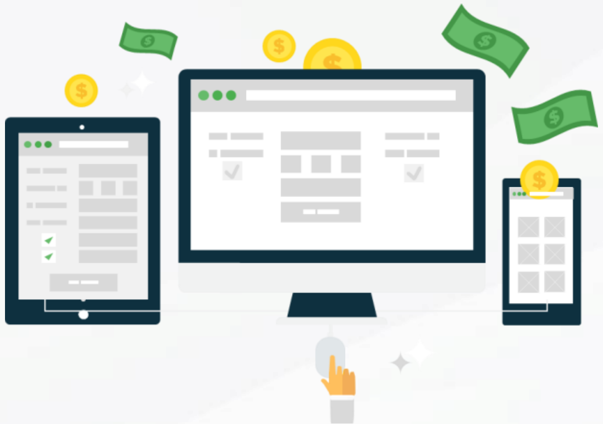
Banking organizations continue to struggle with the challenge of aggregating and managing vast amounts of data and accurately reporting their financial positions to both regulatory agencies and the general public and facing difficulties in establishing strong data aggregation governance, architecture and processes, which are the initial stage of implementation of Basel Committee Principles

Business Problems

Bank Reconciliations

Facing many different and asynchronous ways of Data Discrepancies.

The branch level reconciliation carries inherited risk of suspense and sundry deposit accounts.



Regulatory Reporting

Central Banks Continuously Raising Bar For Regulatory Compliance

Filing of returns & regulatory reporting to Central Banks is a fundamental requirement for all the Banks.

Data Management & Governance

Banks need consistent and agile data management payment analysis and reporting platform enabling them to split and analyze the data in multiple variations to cope up with global compliance.

The same level of granularity is needed of data across the business to provide a clear understanding of the data flow and primary information based on a suitable model across the business covering number of variables and business lines.

FORIS Unified Data Management Solution

A state of the art solution coupled with Analytical Methodologies accomplishes control of ETL & Data Pipelines. Meeting Regulatory Reporting, Performance Reporting & Reconciliation needs of Banks.

Unified Data Management 01

- Optimization of data extraction
- Automating data lineage & integrity
- Data transformation & Enrichment
- Standardization of data aggregation
- Enhancing data quality & visualization

Regulatory Reporting 02

- Minimizing human intervention
- Eliminating errors, omission & mistakes
- Maker – Checker Control & compliance
- Standardization of reporting templates
- Reports Version Control

Reconciliation Manager 03

- Covers all banking applications & systems
- Monitoring all relevant transactions
- Analyzing Alternate Delivery Channels
- Better insight for auditors
- Expose control weaknesses

Performance Reporting 04

- Measuring Financial Performance
- Payment Analysis & Reporting
- Monitoring Product Performance
- Marketing Campaign Analysis
- Management Reporting

FORIS Unified Data Management Solution

- High Volume, Performance & Reliability
- Web Based Dashboards & Reporting
- Data Lineage & Transparency
- Flexible & User Friendly
- Single Point Administration
- Powerful User Management
- Data Security & Audit Trail
- Analytical Dashboards & Graphs
- Reliable for High Performance
- Quick ROI & Lower TCO

Introducing powerful Advanced Data Analytics features like Dashboards, Graphs, Drill Down, Slicing of Data, Conversion of Results in multiple display formats. Internal Platform Integration, Powerful Adhoc ROLAP, Reconciliations, Threshold, Case Management and Helps Organizing Solid Data Governance.

Market Validation

Banking Analytics Market is estimated to grow from $4.93 billion in 2021 to reach $28.11 billion by 2031 growing at a CAGR of 19.4%

The global regulatory reporting trends suggest an increase in regulatory returns due to increasing pressure from regulators to provide high-quality data.

Digitalization has increased massive data generation in banks increasing chances of inconsistency, creating issues with data management and higher error rates.

FORIS CBRS is deployed and being used for one of the leading banks in Pakistan & proof of concepts has successfully been demonstrated at multiple banks.

FORIS Analytics is well tested across multiple industries and a mature product having befitting features for data management, regulatory reporting & reconciliations.

FORIS SOA Architecture help banks with legacy systems, limited resources and efficiency targets at unmatched price.

FORIS Analytics is well positioned for cross functional banking analytics and covers overall bank reporting needs.

Sources: https://www.alliedmarketresearch.com/data-analytics-in-banking-market-A16647
https://www.mordorintelligence.com/industry-reports/big-data-in-banking-industry

SERVICEABLE MARKET STATISTICS

The percentages mentioned below is with regards to the geographical regions defined opportunity wise. These percentages can help achieve yearly sales revenue targets.

50%
15 Banks

Pakistan
30+ Banks

20%
40 Banks

GGC Countries
200+ Banks

25%
175 Banks

Africa
700+ Banks

5%
250 Banks

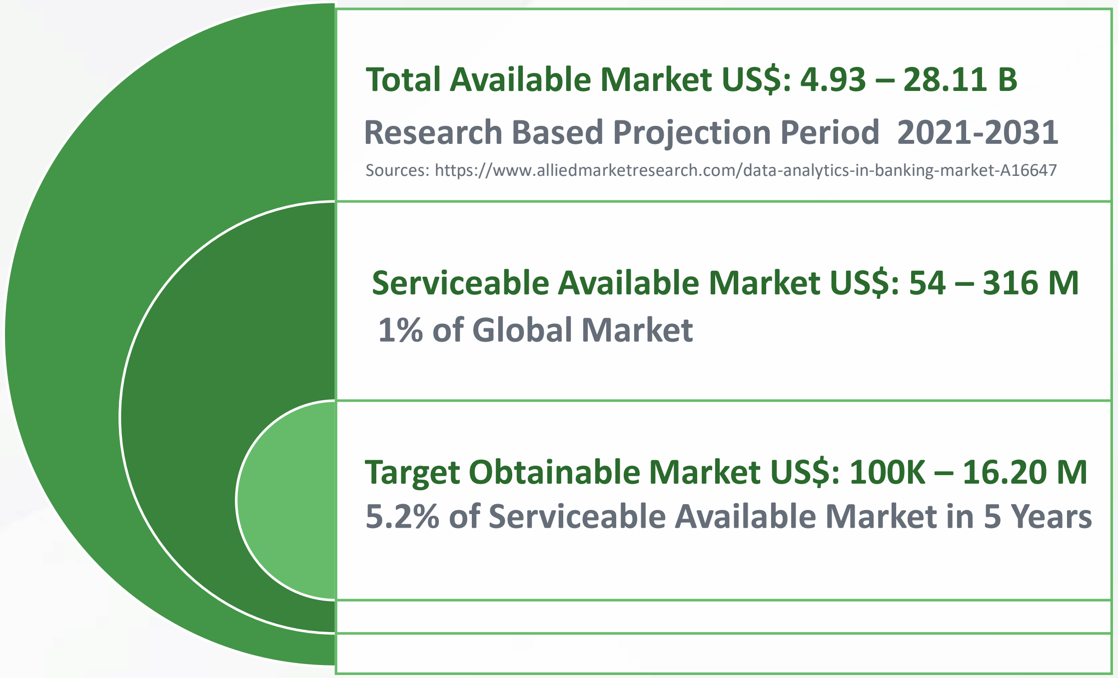
Europe
5000+ Banks

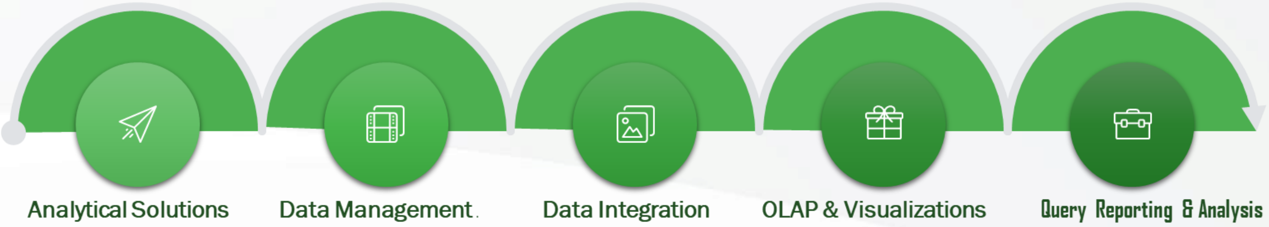
Target Market Evaluation

Target market is segmented into Predictive Analytics, Prescriptive Analytics & Descriptive Analytics in the areas of Reconciliations, Regulatory Reporting, Performance Reporting and others.

Data Analytics revenue is distributed into solution and services based on component, deployment mode, deployment type, application and organization size.

This leads to channeling sales efforts, more successful cross-selling resulting in increased revenues, profitability and stronger customer relationship by channeling sales efforts.





Business Model

Regulatory, Performance Reporting & Reconciliation Projects Licensing & Implementation On Premise CAPEX Model

Projects

Regulatory, Performance Reporting & Reconciliation Subscription SaaS, DaaS Model On Public and/or Private Cloud OPEX Model

SaaS Model

Regulatory, Performance Reporting & Reconciliation Projects Licensing & Implementation On Premises CAPEX Model

Upgrades

Regulatory, Performance Reporting & Reconciliation Licensing & Support On Premise AM & S

Support

Revenue Forecast

5 years projected revenue for sales and services, upgrades implementation cost and subscription. The Breakeven can be achieved with the right friction produce in the target market. (By End 2nd Year of Business)

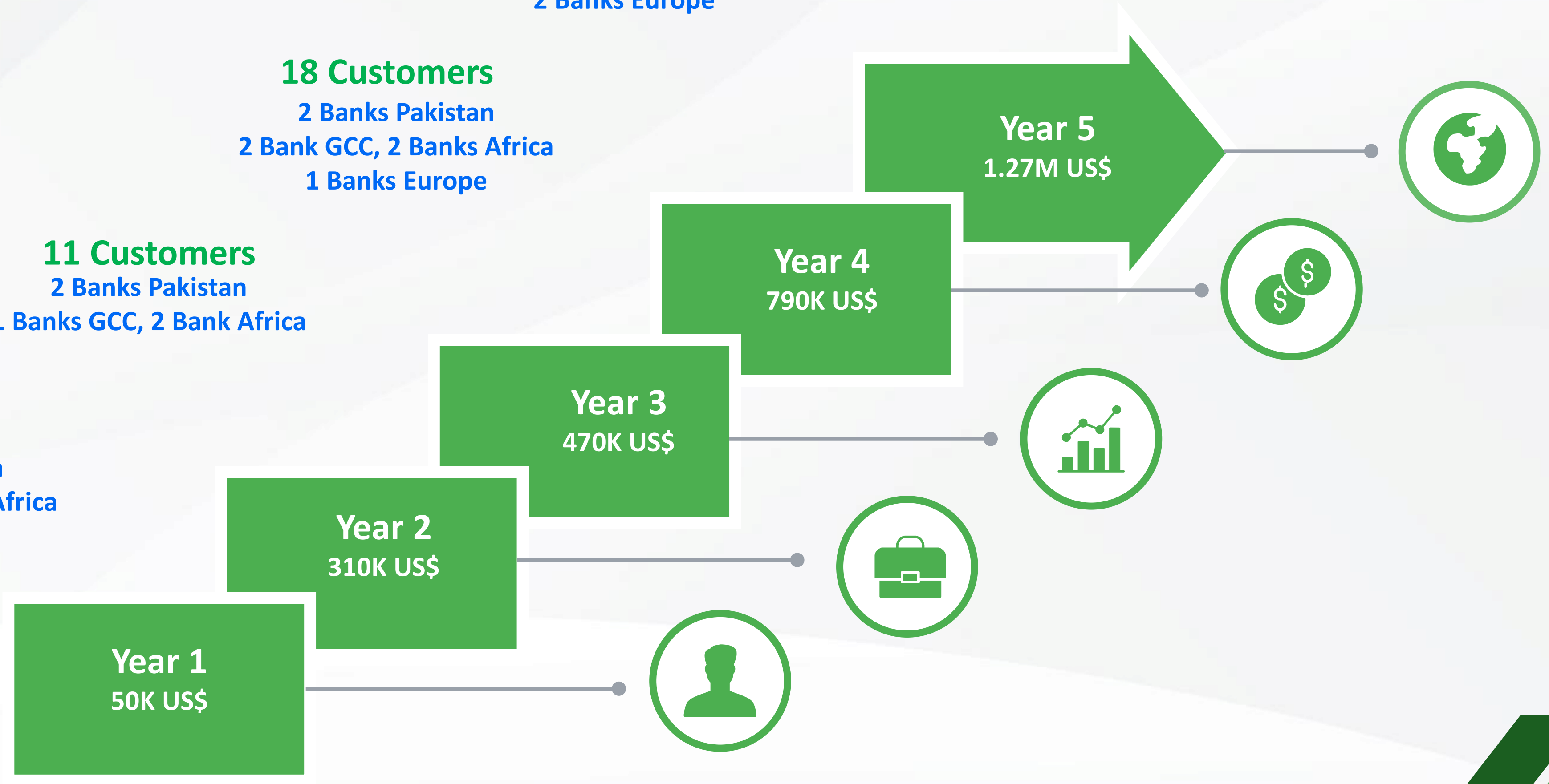
27 Customers
2 Banks Pakistan
2 Bank GCC, 3 Bank Africa
2 Banks Europe

18 Customers
2 Banks Pakistan
2 Bank GCC, 2 Banks Africa
1 Banks Europe

11 Customers
2 Banks Pakistan
1 Banks GCC, 2 Bank Africa

6 Customers
2 Banks Pakistan
1 Bank GCC, 1 Bank Africa

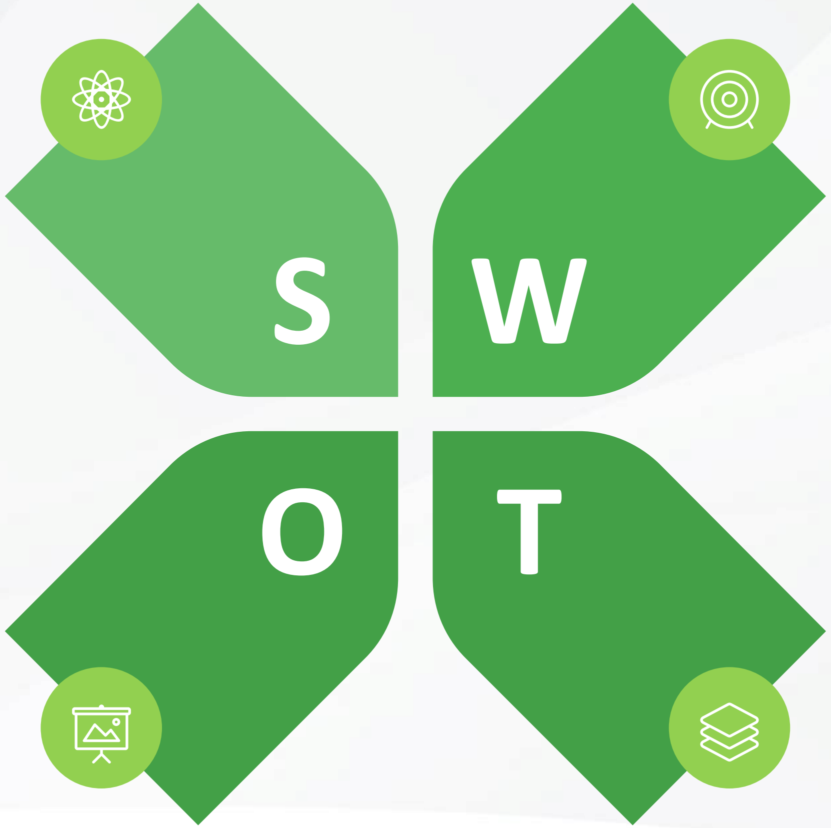
2 Customers
2 Banks Pakistan
Penetration Pricing



SWOT

Strengths

Specially Designed, Developed & Fully Tested Comprehensive Product Offered at an attractive price with low TCO. Sizable resource pool available in Pakistan.



Weaknesses

New Entrant & Limited Experience in Banking Industry

Opportunities

Regulators Continuously Raising Bar For Regulatory Framework and Big Data

Threats

Existing vendors & in-house solutions. Team Retention

Competitive Environment

X Large Global Players

IBM, Oracle, Teradata, SAAS, SAP, Hitachi

All global players provide services and solutions to banking industry in different areas i.e., Data Management, Transformation & Reporting.

Domain Focused Global Players

Smart Stream, Connect-Core, Axiom SL, Bearing Point, FICO

Few players offers data management, focused analytical, reconciliations and reporting solutions specially designed for banking.

Consulting Companies

Deloitte, EY, PWC, Moody's, Accenture

Big Consulting companies enjoys a reasonable market share in banking analytics sector

Others

Tibco, Qlick, Tableau, Power BI

There are many players in this category providing generic data management, reporting and visualizations services to banking industry.

Team Building

Product Development

Core technical team with expertise in Banking, Regulatory Reporting, Data Science and able to work on FORIS Analytics Platform and devise solutions

Business Development

Regional Sales Heads
Presales Consultants,
(Functional & Technical),
Develop Partnerships

Digital Marketing

Dedicated team for:

- Global Offerings (Tele Marketing)
- Social Media Analytics
- Content Development

Support Services

Central Support Team with 1st, 2nd & 3rd Level customer Support

Product Development Roadmap

Product Roadmap to be aligned with development of generic Big Data, AI/ML Models and Banking Domain specific features.

Q3-2024

Front End Modules Development:
- Visual ETL
- Data Ingestion
- Upgrade Charts Library

Q4-2024

AI/ML Modules Development:
- AI/ML Modeling
- Visual Analytics
- Generative AI
- Recommendation Engine

Q1-2025

Database Development:
- Open Source DB (PostgreSQL)

Q4-2025

Front End Modules Development:
- Data Lake Front End for Data Scientist (Kylo-Open Source Integration)
- Reconciliation Metadata Modeling

Q1-2026

Cloud Native Features:
- Containerization
- Cloud DBs Integration

Q2-2026

Go To Market Strategy

Customers Services Products Team

Events & Seminars
Organize events and conferences to increase customer knowledge/awareness

Product Development
Strictly follow product development roadmap and plan launch events and new releases regularly

Pipeline with Sales Team PK & Global
Weekly calls with Account Managers & Performance Marketing Evaluation

Strategic Partnerships
Build competencies, develop partnerships with consulting companies & comply with market requirements

Offer POC
All big customers will potentially take interest in this offer along with technology exchange plan

Digital Marketing
Demonstrate customer success stories and value additions at Global Level using Social Media and other digital platforms.

A&Q Thanks!