



Phoenix success story Continuing growth in Gulf and South East Asia

**TPS enters
Bangladesh, BRAC
Bank being the first**

**MEFTEC 2004:
TPS Participates in
the 1st MEFTEC**

**Internet Banking,
growing market for
e-banking**

TPS breaks through in Yemen - Watani Bank opts for TPS products and solutions

E-banking and e-commerce are spreading widely in form of a complex network of commercial and banking businesses globally recognized by participants, individuals and corporations on worldwide opened networks like the Internet. The payment systems in most developed countries include a variety of payment mechanisms to satisfy the unique needs for executing payments transactions.

In Yemen, e-banking is a recent concept, but flying very quickly. Banks are learning about cost savings and quality service that comes with e-banking. Competition is expected to get fierce amongst banks as e-banking matures in the Yemen market.

The recent past, for most of the banks in the Yemen market, was just teller banking with no other delivery channels such as ATMs, POS, and Internet Banking etc. to be offered. However there were a few banks that were offering e-banking services. The awareness level of consumers for e-banking and e-payment services is increasing.

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TPS enters Bangladesh - BRAC Bank being the first

We at TPS believe in exploring new markets and offering tailored solutions to meet the requirement of the market segment.

BRAC BANK Limited, one of the latest generation of commercial banks started its journey on July 04, 2001. BRAC Bank's vision is to be the absolute market leader through providing an entire range of banking services suitable to the needs of modern and dynamic banking business. And also to promote broad based participation in the Bangladesh economy through the provision of high quality banking services.

BRAC Bank is a commercial scheduled bank extending full range of banking facilities. It intends to set standards as the absolute market leader in Bangladesh by providing efficient, modern and fully automated on-line service on a profitable basis.

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New Releases

- Phoenix - Kiosk Certification
- NeXus
- SMARTdeposit-i



For information about TPS, visit our web site
<http://www.tpsonline.com>

TPS breaks through in Yemen - Watani Bank opts for TPS products and solutions

Watani Bank, for Trade and Investment, initiated to stand out from the crowd and offer state of the art e-banking and e-payment services. Amongst several competitor products and solutions, Watani Bank decided on TPS as the solution provider to meet their e-banking and e-payment requirements. Phoenix, our Middleware Switch, connects all the distributed hosts as an integral part of the e-banking and e-payment services infrastructure at Watani Bank, providing 24x7 services to the consumers.

Watani Bank's number of ATM card holders has increased phenomenally in just a few months. The ATM network is now exposed to ATMs three times the former strength. The Bank is expanding and making great progress in the field of self-service banking. Watani Bank's trust has developed for TPS and for the products and solutions that we have offered. This trust has given a firm a base to our professional working relationship with Watani Bank. We look forward to extend our services to the banking sector in Yemen for the industry to excel and compete with world class standards in terms of quality e-banking and e-payments offerings and services.

The current scenario of e-banking and e-payment services industry

in Yemen, show signs of a promising future with immense growth potential. It is certain that with the right investment and strategies the market can be explored and be brought to amongst the leading e-banking industries in the world. The need is for the banking institutions to participate proactively for the upcoming times that demand technology and innovation.

TPS enters Bangladesh - BRAC Bank being the first

BRAC Bank is focused to introduce fully integrated online banking service to provide all kinds of banking facilities from any of its conveniently located branches. BRAC Bank understands that e-banking and e-payments solutions can fulfill the bank's purpose in achieving its self-service banking goals. Analyzing different software companies in this field, BRAC Bank opted for TPS to provide them with solutions to kick off their e-banking initiative. With International Acumen Ltd. as our Strategic Partner and Reseller in Bangladesh and providing 24x7 support for our solutions, BRAC Bank is our first client in Bangladesh.

BRAC Bank is gradually growing up to establish itself in the Banking arena of Bangladesh to be the market leader in terms of quality service. BRAC Bank now offers various e-banking, e-payment and value added services to its customers through SSTs.

New Associates

Support Team

Adil Shafiq
Customer Support Engineer

Hasan Arif Sheikh
Customer Support Coordinator

Tehseen Raza
Associate Customer Support Engineer

Technical Team

Aamir Majeed
System Consultant

Bilal Ahmed
Senior Software Engineer

Faizan Ahmed
Senior Software Engineer

Khurram Rashid
Senior Software Engineer

Sheraz Ahmed
Senior Software Engineer

Ahmed Saleem Kasmani
Software Engineer

Mohammad Farooq
Software Engineer

Muhammad Kashif
Software Engineer

Nabeel Shahab
Software Engineer

Atif Abdul Rehman
Associate Software Engineer

Mufazzal Aman Marvi
Associate Software Engineer

Marketing Team

Saima Aslam
Graphic Designer

MEFTEC MIDDLE EAST FINANCIAL TECHNOLOGY EXHIBITION & CONFERENCE November 22 - 23, 2004 Bahrain International Exhibition Centre

MEFTEC is the Middle East's premier banking and financial technology event which is a dedicated financial services technology marketplace. Staged in the heart of the region's financial capital - Bahrain - MEFTEC is the only pan-Middle East international forum where financial services and technology leaders meet to learn, network and do business.



Held under the auspices of the Bahrain Monetary Agency, the region's top financial sector regulator, MEFTEC is designed to match leading-edge IT solution providers with senior IT buyers from the region's financial services

industry. The event is vertically focused on the financial services IT sector, and targets specialist financial services IT providers and top industry buyers, who are primed to purchase at the highest level.

It was a moment of great pride for TPS to participate in this event with a very international audience from about 40 countries from around the globe with an especially strong showing by banks and financial institutions from the GCC countries and the Middle East.

TPS was amongst nearly 1,500 participants from all segments of the financial sector including Central Banks, Stock Exchanges and insurance companies during the 3-day exhibition and conference, which sets a new record for Bahrain's convention and meeting industry.

It was a very valuable experience for TPS to be present at MEFTEC 2004 and we look forward to the 2nd MIDDLE EAST FINANCIAL TECHNOLOGY EXHIBITION & CONFERENCE for the same.

NeXus

In the line of providing tailored solutions to our customers, after constant research and development, our technical and development team have added a new product to our Card Management line of products, NeXus. NeXus is completely scalable, customizable Stationery Printing and Management solution for the debit and credit card arena.

NeXus delivers a very comprehensive and effortless stationery printing and management for complex card management solutions. The product endeavors to connect with any card management system and provide Card Mailers, PIN Mailers and other tailored stationeries within

Microsoft Windows environment. The rich and user friendly interface of NeXus makes the application flexible and easy to be operated.

This remarkable new product includes features in the vein of

- ▶ Easy Customer Data import mechanism that includes support for traditional flat file and modern RDBMS mechanisms to import customer data into the database.
- ▶ Variable PIN Mailer and Card Mailer printing which includes Software Based PIN mailer as well as HSM based PIN mailer printing

- ▶ User Management that provides a very comprehensive operational log and access control for system usage and monitoring.
- ▶ Expressive and versatile reports that can really facilitate management decision making and improving business processes.

TPS has a legacy of innovation and NeXus will catalyze and continue to smooth the progress for its users.



TPS appoints International Acumen Ltd., as a Reseller in Bangladesh

In order to promote the culture of utilizing existing resources, TPS has encouraged industry wide alliances to provide customers with complete tailored solutions. Partnerships help us understand our customers' business issues and deliver innovative solutions. To deliver solutions that are on-target, TPS works closely with organizations to identify the top business issues they face.

TPS partners with organizations that can quickly add to our solutions set. By building and supporting our relationships with companies, we can provide innovative, customized solutions that address our customers' rapidly changing needs. International Acumen Ltd., a complete online banking solution provider has been appointed as our Reseller in Bangladesh.

International Acumen Ltd. (IA) was founded in 1996. In the year of 2003 the company registered as Private Limited Company incorporated in Bangladesh. The nature of business includes:

- ▶ Switching Solution for Banking Industry
- ▶ ATM & related infrastructure development
- ▶ ATM maintenance & System Support
- ▶ Card & PIN Management System Solution
- ▶ Hardware Security Module
- ▶ Printing & Designing Solution
- ▶ Avionics & Electronic Support

The department of IT in IA was formed in 2003 with a vision to provide solution for truly Online Banking Solution which includes online integrated Banking Software having interface with all modern delivery channels like ATM, POS, Internet Banking etc. via a robust middleware software/switch.

SMARTdeposit-i

TPS believes in innovation, adapting to newer technologies and techniques and providing value added services to its customers. Practicing on the beliefs, SMARTdeposit-i is yet another breakthrough in the SMART line of products. SMARTdeposit-i is now released and has also been deployed in three international banking institutions. SMARTdeposit-i offers innovation with consent of allowing institutions to unveil a wide range of new possibilities on ATM, thus giving more value to existing ATM customers and tap on new business opportunities.

“Transition from SMARTdeposit to SMARTdeposit-i has put forward an opportunity to convert impressive set of existing SMARTdeposit features to overwhelming pack of new firsthand sensations. SMARTdeposit-i features have not just complied with increased appetite of heavy ATM users but have also added a fresh look to transactions in the current business portfolio.”

Mr. Elias Aouad
FSD Account Manager
NCR Lebanon

SMARTdeposit-i brings numerous enhancements in existing aspects of SMARTdeposit like improvement in user interface, receipt printing, hardware support, language options, terminal management, integration with InSight - to name a few. Unfolding these features on ATM ensures increased loyalty among existing customers by exceeding their expectations and making their experience even more enjoyable.

SMARTdeposit-i is completely backward compatible with existing versions. And therefore allows seamless introduction into existing network of SMARTdeposit ATMs, hence incurring minimum operational efforts.

Today financial service organizations face challenges on many fronts. Desire for quality service, cost control and the need for regulatory compliance all place demands on the industry. As a result, financial services organizations are under pressure to improve internal workflow processes, deliver financial information more quickly and enhance communications efficiency—all while reducing costs and safeguarding information security. TPS solutions integrate with key financial applications and other business systems to automate costly and time-consuming business processes.

We are continuing to focus our solutions for the financial services industry, covering the broad spectrum of cutting-edge specialized financial IT products and services. We participate in prestigious, industry-leading conferences, providing senior decision-makers in the financial services industry to meet us on a platform to share experiences. This allows us to examine their requirements and deliver tailored solutions for successful technology strategies.

TPS also encourages banking institutions and enables them to provide new services to their consumers. Services which are essential in this modern technology driven self-service banking marketplace and demands introducing new solutions and products in the market.

Adeel Tufail Chaudhry
Marketing Executive

Local Kiosk Certified with Phoenix

As the local industry for SSTs matures, many vendors are stepping in to the local market. Offering versatility, integrating with new technologies and introducing value added services to customers are some of the core ingredients for TPS solutions to come up with innovative eye catching techniques to proffer new services for the e-banking and e-payment services industry.

Phoenix integrated with the ATM ISO 8583 standard, extended its ATM Handler to support generic ISO 8583 Message format for interfacing non NDC or 912 compliant ATMs. This feature once again proves to be valuable for the banking industry in terms of contributing to the self-service banking. Kiosk, a comprehensive type of SSTs for non-dispensable financial as well as for non-financial transactions has been successfully certified with the Phoenix handler at Allied Bank Limited, Pakistan.

The Kiosk solution offers all non-cash transactions such as funds transfers, cheque book request, statement request, bill payments etc. to the self-service banking consumers. This is yet another achievement and a valuable feature of Phoenix that facilitates another stream for the banking institutions to provide extended services to the consumers.

New Deployments

Internet Banking

Growing Market for E-Banking

Delivery of financial services over the Internet is, in concept, a potential next generation banking application. Customers benefit from convenience, access to valuable information such as balance inquiry, funds transfer, bills payment, lost card report, PIN change, stop payment, cheque book request and a wealth of value-added services. Banks benefit from a cost per transaction that is a fraction of the cost of more traditional delivery channels such as over the counter services. Not surprisingly therefore, a few banks have launched Internet banking services such as one of our valuable customers, Askari Commercial Bank Limited. And according to a survey, most banks plan some sort of service in the near future.

So how many people use Internet banking? What sort of people are they? And what marketing approach will attract the most users?

The State Bank research of Payment Systems Department, 'Status Report on E-Banking in Pakistan' Quarter 1, 2004, is based on a large, regular survey of Pakistan financial consumers, combined with a sophisticated methodology which enables fairly reliable prediction of **potential** as well as **actual** users of home based financial services (on-line banking and investment). According to the report the actual number of users has grown rapidly over the last two years at a rate of about 7% per year. But at the same time the number of potential users has also grown.

There are three important market segments amongst actual and potential users:

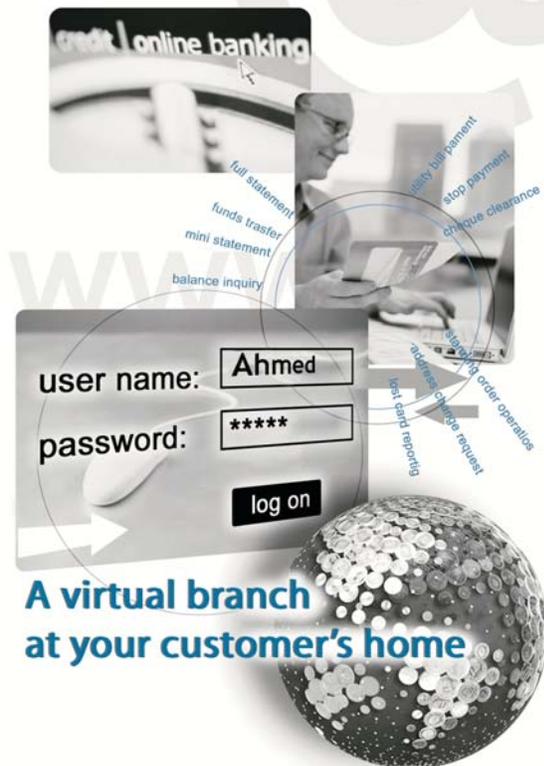
- ▶ **Early Adopters** - attracted by novelty and sophistication, these are the easiest consumers to attract.
- ▶ **Followers on Need** - consumers who are comfortable with technology but only medium level financial needs.
- ▶ **Followers on Skills** - consumers with high levels of financial need but less inclination and affinity towards technology.

The challenge for banks is to attract the above two "Follower" segments. By doing this, Banks will be able to narrow the gap between actual and potential use, even though the two segments stand on extremes. Followers on Need want simple and convenient products. Followers on Skill will require much more hand-holding, and reassurance about security.

Security is one aspect TPS has looked deep into and has given utmost importance. Our Internet Banking solution is extremely secure in its system architecture and enforces hardware and software security at different tiers of the application starting from the banking host, the middle ware, the web server and then to the client's machine.

PRISM

Online Banking Through Internet



A virtual branch at your customer's home

Intriguingly, it is observed that young professionals or middle age couples with small children tend to be the best prospects for home based financial services. Why should this be? The explanation is simple. These people are financially stable with great concentration on their careers. They are therefore relatively well-off with complex financial needs, and are likely to have been exposed to PCs and Internet at work, and moreover, they tend to have PCs and Internet at home for the young children.

Taken together, these observations suggests that delivery of banking services through the Internet is a promising way for banks to attract a niche of highly attractive segment of financial consumers, and provides strong pointers on what marketing approach to adopt. Banks should come up with attractive and innovative ideas to promote Internet Banking, as the Consumers indulge in to newer ways of banking and make use of e-banking and e-payment services to the fullest.

Adel Tufail Chaudhry
Marketing Executive

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