



Arab African International Bank
Cairo, Egypt
www.aaib.com

Industry:

Financial Services

Annual Revenue:

US\$56 million

Employees:

602

Oracle Products & Services:

Oracle Database
Oracle Financial Services Applications
Oracle Discoverer
Oracle Application Server

Implementor:

Oracle Consulting

Arab African International Bank Tracks Trends with Data Warehouse

Incorporated in 1964 as the first Arab multinational bank in Egypt, Arab African International Bank (AAIB) was established as a joint venture between the Central Bank of Egypt and the Kuwait Investment Authority. Ever since, AAIB has been reputedly known as one of the most distinguished commercial and investment banks in the region.

While sustaining its core competence as a corporate bank, AAIB is making breakthrough strides in retail banking through expanding its innovative product range and geographic presence.

The bank's leadership has dedicated its interest to introduce and enforce new standards and professional benchmarks to safeguard quality performance to maintain its leading and pioneering position in the market.

Challenges

- Measuring profitability and performance of organizational units, products and individual accounts.
- Expanding product range to break through into retail market
- Enhancing reporting and decision-making capabilities across branch network
- Satisfying regulatory requirements, managing risk and forecasting more effectively

Solution

- Implemented Oracle Financial Services Applications, including Financial Data Manager, Transfer Pricing, Performance Analyzer and Risk Manager functions into one cohesive environment
- Created Oracle-based data warehouse to better understand customer banking trends
- Enabled commercial and investment banking groups to leverage client information present in AAIB's data warehouse with Oracle Discoverer and other enhanced analysis tools
- Enhanced organization's ability to respond to client needs and develop specific applications in-house by implementing Oracle CRM modules and Oracle Internet Developer Suite