Evolution of Digital Banking in MEA

RESEARCHED BY

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COMMISSIONED BY

ADRIA
BUSINESS & TECHNOLOGY

SUMMARY

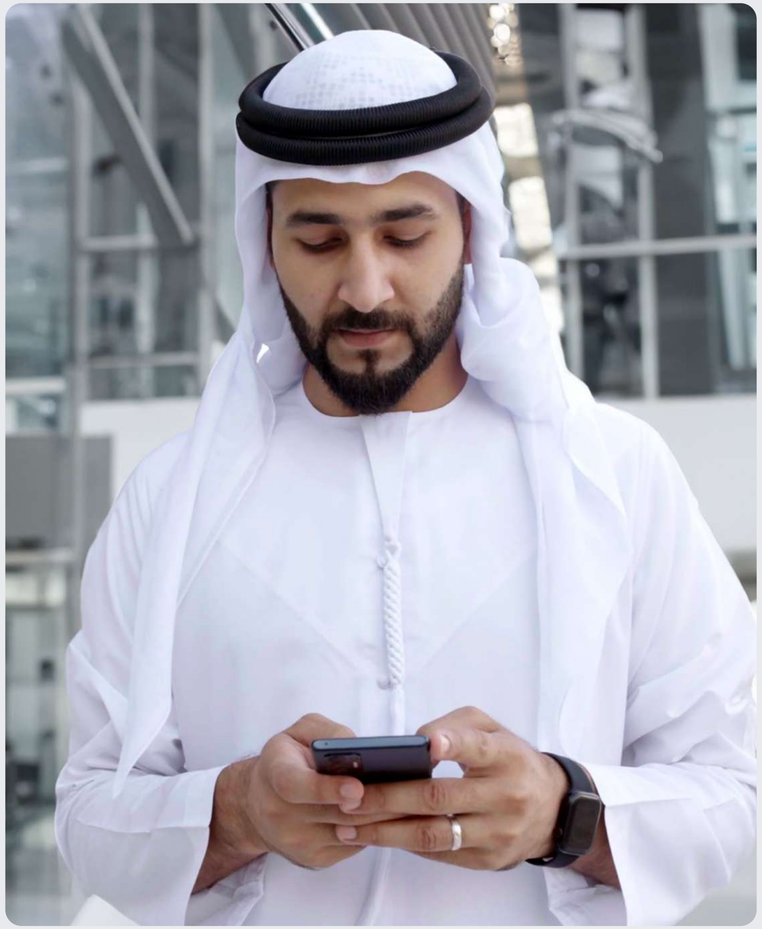
ABSTRACT

Digital banking has accelerated financial inclusion in the Middle East and Africa (MEA), recognized by banks, which have allocated 9% of their total budgets into enhancing their digital banking offering according to Omdia's IT Banking Spending Predictor. The importance of digital has accelerated, in part due to consumers embracing smartphones and governments pushing cashless initiatives. However, digital banking is still in its infancy in MEA, with each region at different stages, and the potential to empower consumers with digital banking services is enormous.

Increasing revenue / budget growth is the clear focus area for both retail banks and corporate banks, which is reflected in the substantial increase in IT investment. The exponential growth of neobanks has forced traditional banks in MEA to respond to the threat. Bank ABC with ila Bank being one example of launching a digital-only brand, first in Bahrain but since expanded to Jordan.

MEA banks face mounting competition from fintech and telco firms, which have been highly successful at acquiring customers through the development of basic financial services such as mobile money. Banks in the region have recognized the threat posed by nontraditional rivals and in turn used digital wallets as a spur to accelerate their own customer acquisition.

The transition to cloud, initially to private cloud but shifting to public cloud by the end of the forecast period, is set to reach 11% of total IT spend by 2028 according to Omdia's Retail Banking Technology Forecast. MEA is slightly behind other regions (global average is 12.4%) in terms of cloud adoption but catching up quickly.

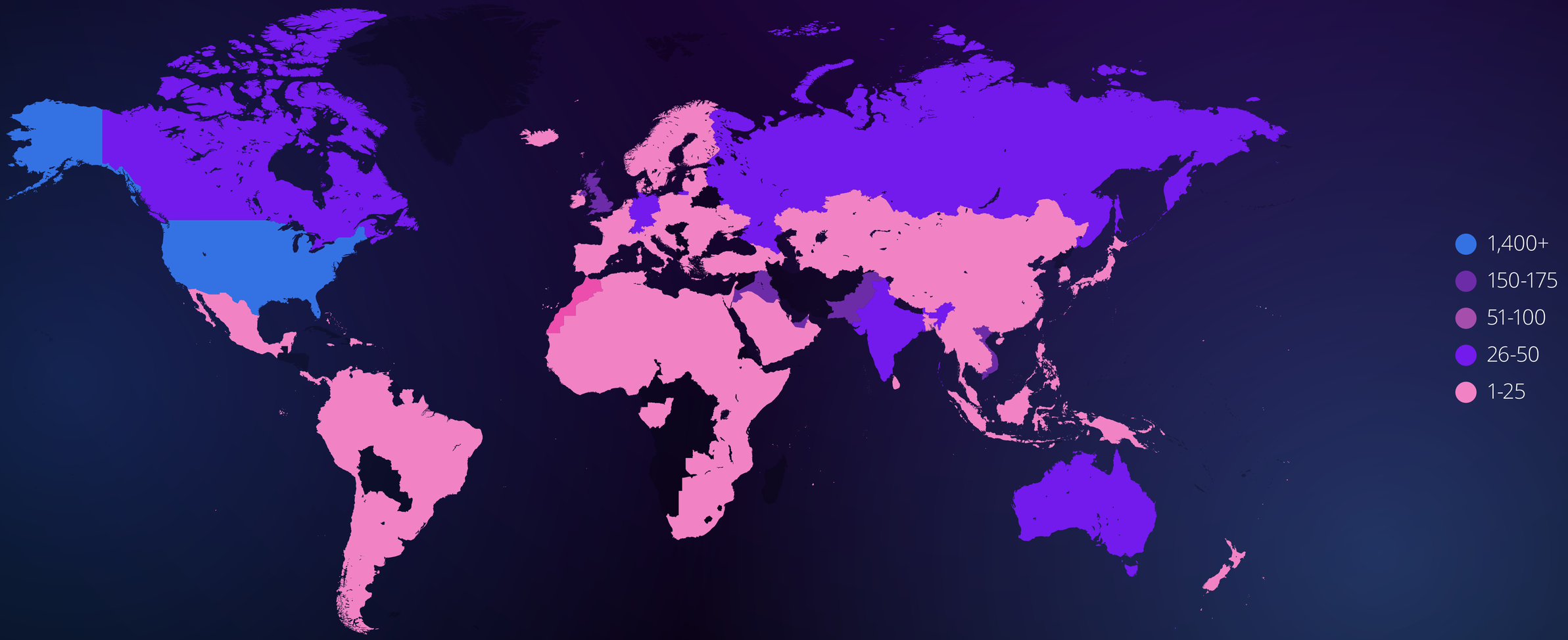


Market context

Regulatory initiatives are driving a shift to digital banking

The digitalization of banking services across the world, coupled with the rise of neobanks, has accelerated a demand for digital banking solutions. Consequently, global spending on digital banking is expected to grow at a CAGR of 5.8% over 2024-28 to reach $19.4bn by 2028, compared with $15.5bn in 2024. In MEA, digital banking is still in its infancy, with each region at different stages, and the potential to empower consumers with digital banking services is enormous. Figure 1 (see overleaf) illustrates much of MEA has been slower to embrace digital banking compared with developed nations. However, this is set to change as according to Omdia Banking Technology Spending Forecast spend on digital banking in MEA is expected to grow at a CAGR of 6.1% over 2024-28 to reach $958m by 2028, up from $756m in 2024.

Figure 1: No. of publicly announced digital banking deals by geography (2010 – 2024)



SOURCE: OMDIA BANKING SOFTWARE CONTRACTS ANALYTICS

REGULATORY INITIATIVES HAVE SPURRED THE DEVELOPMENT OF DIGITAL BANKING IN MEA

Markets in MEA are leveraging regulatory initiatives to create an enabling environment for digital banking across the region, fostering innovation and improving financial inclusion. These efforts have significantly impacted the digital banking sector by transforming the banking experience, making it more accessible and user-friendly for consumers and businesses alike. Table 1 provides examples of regulatory initiatives in MEA driving adoption of digital banking.

For example, Saudi Arabia's Vision 2030 plan has driven investments in digital infrastructure and capabilities, fostering a robust digital ecosystem for banking and financial services. The Saudi Monetary Authority (SAMA) has granted licenses to several digital banks, such as STC Bank, enhancing the availability of digital banking options and promoting competition. Further, Initiatives like Monsha'at (officially known as the Small and Medium Enterprises (SME) General Authority), established in 2016 provide SMEs with access to financing and other services, promoting the growth of fintech and digital banking startups.

West Africa has been much slower to adopt digital payments and has prompted Nigeria, Africa's biggest economy, to act. In April 2020, the Central Bank of Nigeria introduced a policy on cash-based transactions, which aims to curb some of the negative consequences associated with the high usage of physical cash in the economy, such as the high cost of handling cash, inefficiency, and corruption and encourage digital transactions. The Central Bank of Nigeria's Payment System Vision (PSV) project has facilitated the adoption of emerging technologies, while initiatives to support digital payments have led to a more flexible and secure payment ecosystem. The country's current digital transformation initiatives, guided by the National Digital Economy Policy and Strategy (NDEPS) 2020-2030, have significantly impacted the digital banking sector.

DIGITAL TRANSFORMATION HAS LED TO INNOVATION AND FINANCIAL INCLUSION

Digital banking solutions, such as Adria's all-in-one platform, have increased financial inclusion, enabled the unbanked population in MEA to access banking services through wallet electronic know your customer (eKYC). There is a trend towards partnerships between traditional banks and fintech startups, which has also boosted innovative financial products and services across the region. However, even though some countries are more advanced in their digital transformation efforts, others are still in the early stages. For instance, there are variations in the level of digital onboarding adoption across countries in the region. While there are challenges to overcome, the trend towards digital banking in MEA is positive with significant potential to drive economic prosperity.

TABLE 1: Examples of regulatory initiatives in MEA driving adoption of digital banking

A BRIEF OVERVIEW OF REGULATORY INITIATIVES IN MEA

Saudi Arabia: Under its Vision 2030 plan, Saudi Arabia is advancing digital transformation through initiatives like establishing the Digital Government Authority to improve government services, the National Strategy for Data and AI to drive innovation, and the National Cybersecurity Strategy to safeguard digital infrastructure. The Kingdom is also promoting digital inclusion, e-participation, and developing data protection and privacy regulations.

Bahrain: Bahrain's Vision 2030, similar to Saudi Arabia's, aims to transform the economy and society through digital innovation. The country has adopted a cloud-first strategy to promote cloud computing in both government and private sectors and has implemented measures to secure its digital infrastructure and ensure the safety of its digital transformation efforts.

Nigeria: Nigeria's National Digital Economy Policy and Strategy (NDEPS) 2020-2030 and the Central Bank of Nigeria's Payment System Vision (PSV) are key drivers of digital transformation in banking, focusing on adopting emerging technologies and promoting secure digital payments.

United Arab Emirates (UAE): The UAE has introduced various regulatory frameworks to support digital banking, including the establishment of the Abu Dhabi Global Market (ADGM) and the Dubai International Financial Centre (DIFC), which offer regulatory sandboxes for fintech innovation.

Egypt: The Central Bank of Egypt (CBE) has launched several regulatory initiatives to enhance digital banking, such as the tokenization of payment cards for secure contactless transactions and fee exemptions for electronic bank transfers. The National Payments Council, led by President Abdel Fattah El-Sisi, is working to reduce cash dependency by promoting digital payment solutions like mobile wallets and instant payment networks.

Jordan: The Central Bank of Jordan (CBJ) is advancing digital banking through initiatives like the National Strategy for Electronic Payments (2023-2025), which aims to improve the efficiency and security of electronic payments and promote financial inclusion. The Regulatory Sandbox Framework also supports fintech innovation by allowing companies to test new products and services.

Lebanon: The Banque du Liban (BDL) is promoting digital banking and financial inclusion through initiatives like Circular 331, which encourages investment in the knowledge economy, particularly in fintech and digital banking startups, by providing financial guarantees to banks. The BDL is also enhancing the regulatory framework for electronic payments and digital financial services to ensure security and efficiency.

South Africa: The Financial Sector Conduct Authority (FSCA) in South Africa is promoting digital banking best practices and enhancing the regulatory framework to support digital financial services. The South African Reserve Bank (SARB) is also focusing on modernizing payment systems and encouraging the adoption of digital technologies.

Kenya: The Central Bank of Kenya (CBK) has introduced regulations for digital credit providers to ensure transparency and protect consumers from exploitative practices. The Data Protection Act (DPA) of 2019 also imposes strict requirements on how consumer data is collected, stored, and used, enhancing data privacy and security.

SOURCE: OMDIA

Digitalization of the customer experience

Digital banking is the top priority for banks in MEA

Digital had traditionally been seen as a new channel to sell the same products and services in-branch but treated as silos and in competition with each other. Today, digital is seen as integral to engaging with consumers no matter where the transaction takes place. The priorities for banks are to rethink customer journeys in a digital world, reducing friction and the need for physical interaction. A strong digital strategy is essential to enhance the management of customers' needs, as it ultimately drives operational efficiency, which enables personalized service to be provided at scale.

The main challenge for banks is still the path to modernization: few are able to achieve a full transformation because of the legacy systems they currently have in place. According to Omdia's 2025 IT Enterprise Insights (ITEI) survey, MEA banks are placing high importance on IT investments for the year ahead, and spending increases are planned for 68% of retail and corporate banks in 2025.

DIGITAL ONBOARDING IN MEA IS EVOLVING RAPIDLY, ENABLING EFFICIENT AND SECURE CUSTOMER EXPERIENCE

Digital banking must be underpinned by seamless and secure digital onboarding to provide fully digital experiences. Banks and fintech are leading the charge for digital onboarding in MEA. The adoption in MEA is progressing with notable advancements. For example, Adria support banks in digital onboarding through facial authentication technology to streamline and secure the onboarding process via mobile application.

Further, Kenya, known for its mobile money revolution with M-Pesa, is advancing digital onboarding. Banks and mobile money operators are using eKYC processes to onboard customers remotely. In the UAE, Mashreq Bank uses biometric verification to streamline customer onboarding, leading advanced digital onboarding processes.

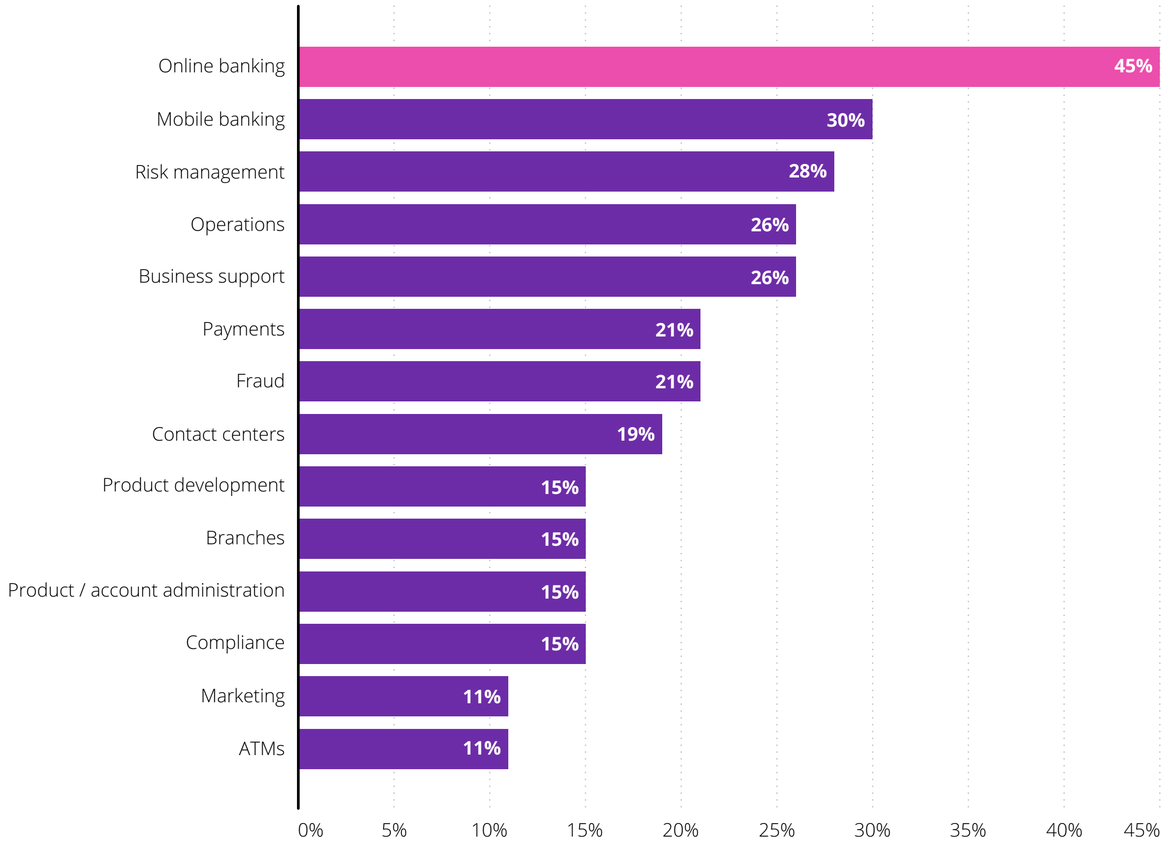
In South Africa, digital onboarding is gaining traction, particularly in the banking sector. For example, Capitec Bank integrated a robust digital onboarding solution, focusing on eKYC technologies and biometrics to provide a fully digitized onboarding experience.

Nigeria is also seeing significant growth in digital onboarding, driven by the fintech boom. Companies like Paystack are leveraging digital onboarding to quickly and securely onboard new customers, contributing to financial inclusion.

Even though the lack of a robust digital infrastructure can slow down the widespread adoption of digital banking, the potential economic benefits of digitalization are significant, boosted by the roll-out of sophisticated onboarding solutions.

Figure 2: Online and mobile banking lead IT priorities for retail banks in MEA

IN WHAT BUSINESS AREAS ARE YOUR TOP THREE IT PROJECTS (IN TERMS OF INVESTMENT VALUE) FOR THE NEXT 18 MONTHS (RETAIL BANKING – MEA)?



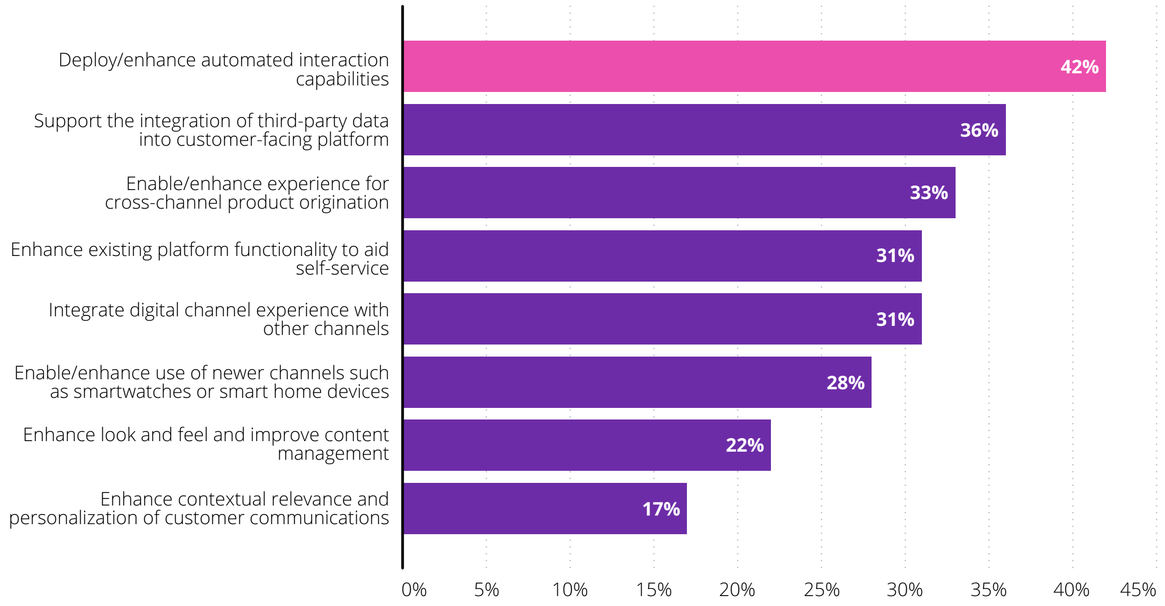
SOURCE: OMDIA

Digital is ever-present in the customer journey

Digital banking is no longer seen as simply a channel but as the central interaction engine with which the customer engages the bank on a daily basis—this is reflected in the fact that "enhanced automated interaction capabilities" is one of the top-three IT projects in digital banking for almost half of respondents, according to Omdia's 2025 ITEI survey (Figure 3). It is followed by support for the integration of third-party data (e.g., social media, other bank relationships) into customer-facing platform and enabling/enhancing experience for cross-channel product origination.

The growth of chatbots and virtual assistants is a major trend in digital banking globally. However, as technology evolves rapidly, financial institutions need a digital banking platform that does not only address the immediate need for digital banking but is also able to scale up and mature as their customer engagement priorities develop in line with changing customer preferences and market developments. By adopting modern, flexible solutions, they can avoid unnecessary expenses, ensure compliance, tackle future technological challenges, and increase revenue.

Figure 3: Self-service, integration with third-party data and omnichannel experience key priorities in MEA



SOURCE: OMDIA

CASE STUDY

Société Générale (SG) has been leading the digital transformation of corporate banking services across Africa. Through its strategic partnership with ADRIA B&T, SG implemented the innovative "MyBusiness" platform, designed to enhance the banking experience for businesses by digitalizing key services.

The MyBusiness platform, developed by ADRIA B&T, offers a comprehensive suite of digital banking tools that simplify complex processes, including:

Cash Management: Real-time account monitoring, liquidity forecasting, and automated reconciliation tools.

Mass Payments: Streamlined bulk payment processing with customizable approval workflows and support for multiple file formats (e.g., SWIFT, SEPA, local formats).

Direct Debit: Automated direct debit management, reducing manual processing and errors.

Card Management: Corporate card management with features like setting spending limits, real-time transaction monitoring, and expense reporting.

Trade Finance: Digitalization of trade finance processes, including letters of credit, guarantees, and documentary collections, with online application and tracking.

This platform empowers corporate clients to independently manage their accounts, track activity in real-time, and perform essential tasks such as transaction processing, payments, and service requests through a user-friendly, centralized interface. This eliminates the need for manual paperwork and branch visits for many common banking operations.

Security is paramount. MyBusiness integrates robust authentication mechanisms, including both Hard and Soft tokens, ensuring secure access and transaction approval for both domestic and international operations. The platform also provides a flexible and secure process for cross-token replacement, allowing clients to seamlessly switch between authentication methods if a token is lost or compromised.

The impact of the MyBusiness platform has been significant. Businesses have reported improvements in operational efficiency due to streamlined processes and reduced manual work. The enhanced security features and real-time monitoring have increased client confidence, and the overall convenience and control provided by the platform have led to significantly improved client satisfaction scores.

Rise of neobanks/ super apps

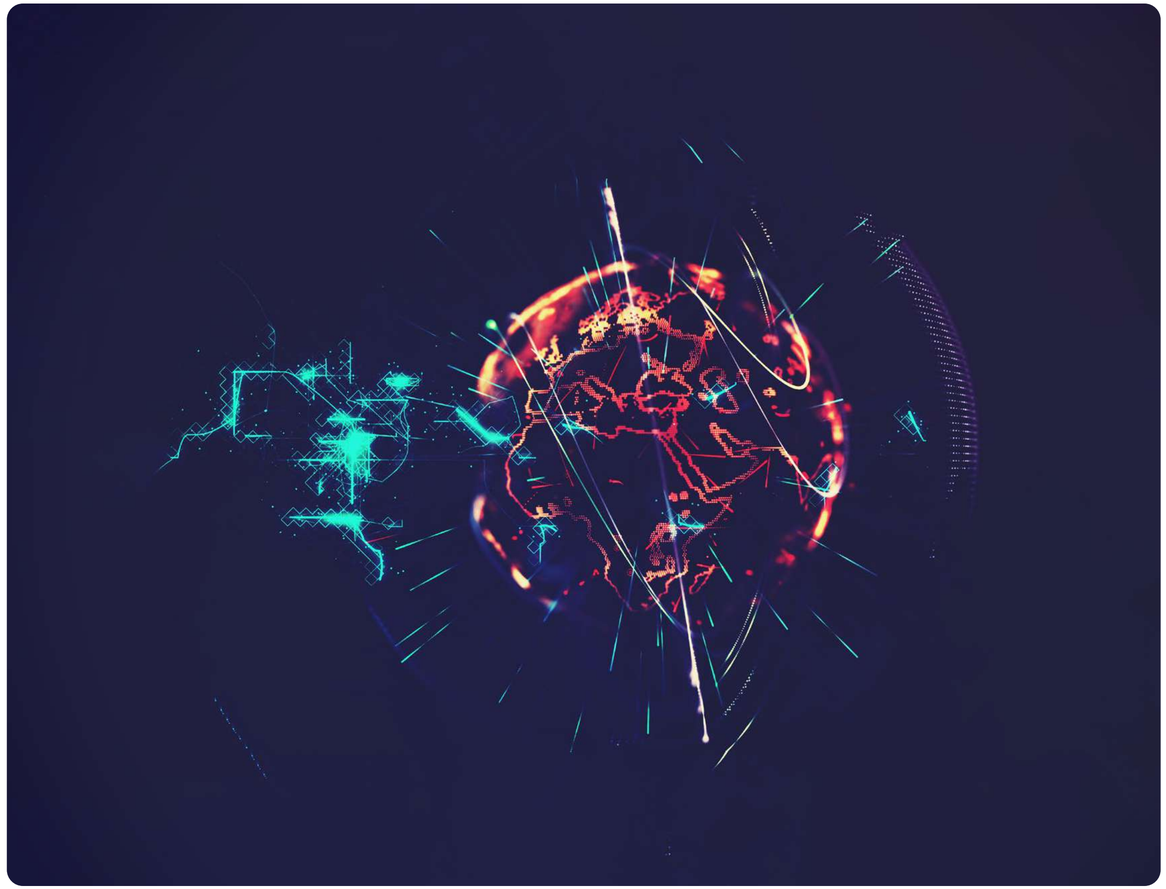
Rapid adoption of neobanks is forcing legacy MEA banks to invest in digital services

Mobile money has traditionally dominated MEA, but there is increasingly a convergence with neobanks (digital-only banks) as providers expand their product suites, adapting to a new world of alternative payments and embedded finance. The neobank sector, whilst still in the early stages of maturity, is growing rapidly in the region. This is particularly true of the Middle East, which is fast becoming a fintech hotspot, as nations focus on diversifying their oil-based economies by building a startup ecosystem.

The neobank momentum built in the late 2010s, though neobanks began to emerge in the mid-2010s, Meem (2014) and Rewire (2015) being the earliest to launch. Many of these neobanks have obtained banking licenses, reflecting the increasing regulatory push for the neobank sector, while the remaining ones partner with traditional banks to operate.

Incumbent banks have largely retained their customer bases, thanks to the limited product offerings of the digital-only banks. However, banks in MEA face mounting competition from financial technology (fintech) and telco firms. Telco and fintech startups have taken advantage of governmental pushes toward digital banking services and cashless economies to launch their neobank offerings.

Of MEA neobanks tracked in Omdia's Neobank Activity Tracker, 50% are startups, less than the global average of 54%. They are closely followed by banking incumbents at 40% as traditional banks in the region have fought back with ila Bank



(Bank ABC), Meem (Gulf International Bank), Banxy Bank (Group BPCE), and Liv. (Emirates NBD): just a few of the new digital banking brands to have been launched by traditional banks in the region (Figure 4).

The region has also seen telcos entering the digital banking space: stc pay, owned by Saudi Telecom, is transitioning to STC Bank after achieving a banking license and launched a full-service bank in January 2025. Other major telcos in Western Africa, Orange (West African countries) and MTN (Nigeria), have obtained banking licenses. In February 2024, Zain, another Saudi Arabian telecom company, launched Bede, a digital platform offering Islamic personal finance solutions in Bahrain. Zain's other financial services brands include TAMAM in Saudi Arabia and ZainCash in Jordan and Iraq.

MEA has a sizable unbanked population, growing internet penetration, and favorable regulatory frameworks, so new banks are expected to emerge. Existing neobanks are also expanding into other markets within and outside the region with the intention of capitalizing on new opportunities, either through partnership or by other means. Neo by Bank Audi, Zain's Bede, Papara, and Xpence recent developments are just some examples. Moreover, MEA will continue to be of interest to international neobanks, although Revolut (which has rolled out to Oman) is one of only a few whom operate in the region so far. Revolut recently advanced its efforts by applying to the UAE central bank for an electronic money institution license in September 2024. Additionally, Nubank is rumored to be actively exploring opportunities to expand its presence across the region following its $150m investment in TymeBank, the South African-based neobank.

Figure 4: Sample of MEA neobanks and origin

STARTUPS

Startups providing "digital-only" banking services

kuda. | FairMoney MICROFINANCE BANK | HALA | carbon

rewire | Zand | Bank Zero mutual bank be the change | papara

BANKING INCUMBENTS

Digital banking brands whose parent company is an existing legacy bank

Banxy | Weyay | meem | ila

TymeBank | liv

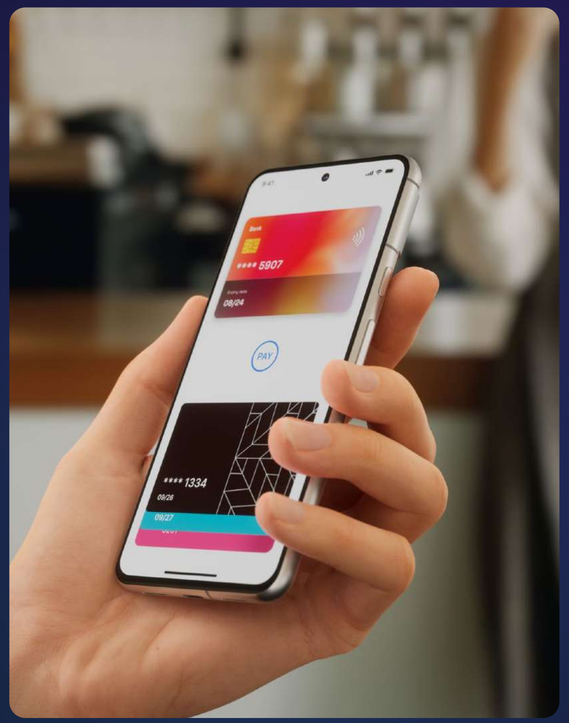
NON-BANK INCUMBENTS

Digital banking brands whose parent company is not a legacy bank (i.e., telco or tech firm)

Discovery Bank | stc pay

SOURCE: KUDA BANK, FAIRMONEY, HALA, CARBON, ZAND, BANK ZERO, PAPARA, BANXY BANK, WEYAY, MEEM, ILA BANK, TYMEBANK, LIV., DISCOVERY BANK, STC PAY, AND REWIRE

CASE STUDY



Founded in 2018, STC Bank (formerly stc pay) is a nonbanking incumbent backed by STC Group, which owns 85%. The remaining 15% is controlled by Western Union. Since its launch, it has quickly grown to achieve more than 12 million accounts in just 36 months of operation. In addition to Saudi Arabia, it now operates in Bahrain and Kuwait.

Stc pay's rapid growth can be ascribed to its digital wallet offering, which facilitates secure and seamless local and international money transfer at competitive rates. Additionally, it has formed partnerships with payments solution providers, retailers, and payment systems on a local and international scale to expand its partner ecosystem and suite of offerings to attract and retain customers.

The growth can also be attributed to the sizable unbanked population (28% of the population aged 15 and above is unbanked per Global Findex 2017), a high level of mobile penetration among the young (91% of individuals aged 12–65 years used cell phones in 2017 per an analysis by the General Authority for Statistics, Saudi Arabia), and supportive regulatory regimes in Saudi Arabia and Bahrain. In addition, lockdowns and closures enforced during the COVID-19 pandemic quickened the transition to contactless payments.

In early 2020, stc pay obtained a nonbank financial institution license from the Saudi Arabian Monetary Authority. In mid-2021, the Saudi Arabian cabinet granted licenses to two digital banks, one of which was stc pay. In April 2024, the Saudi Central Bank authorized the transition of stc pay to STC Bank, and full-service bank was launched in January 2025.

Digital wallets/super apps are the vehicle to future customer growth

Digital wallets provide an incentive for new customers to sign up and in turn will boost potential revenue as they encourage users to open other banking services such as savings and loans. The mobile onboarding is usually very efficient; for example, Adria Wallet provides an innovative mobile banking platform that merges convenience and advanced financial management tools. Through its electronic Know Your Customer (eKYC) system, it enables users to create an account within minutes, using digital verification methods that ensure both speed and compliance with regulatory standards.

A simple onboarding process enables banks to seamlessly promote other services. For example, Ecobank, the leading independent regional banking group in Western and Central Africa, provides a QR payment service as part of its mobile banking app. The bank also enables domestic and international transfers through its Rapidtransfer service, allowing the bank to onboard customers remotely and instantly provide them with a means of making payments.

Although Africa remains the home of mobile money, the shift to digital wallets is in full swing in countries with high smartphone penetration, with cheaper entry-level smartphones becoming increasingly available in the region. The growing adoption of digital wallets is laying the foundations for super apps to thrive; a super app is a digital wallet that offers new services beyond money management such as restaurant bookings, taxi hailing, food delivery, and even gaming.

The 'super app' trend takes inspiration from Asia and is looking to emulate the success of WeChat and AliPay, which between them account for more than 90% of digital payments in China. WeChat started life as a messaging app and sought to add gaming, shopping, and payments to its portfolio as an incentive for users to stay in its ecosystem.

In Africa, super apps are becoming increasingly common, particularly in Nigeria, which has seen payments players OPay and PalmPay all launch in recent years. The majority of startups initially focus on providing mobile money/payments services but are quickly expanding into mobile banking as a means of competing with incumbent banks. OPay has since tested several other verticals such as transport, food delivery, and logistics as a way of expanding the brand and increasing usage of the OPay wallet.

In the Middle East, UAE-based Careem and Egyptian MNT-Halan (previously Halan) both started as ride-hailing apps but have since added shopping, P2P transfers, and bill payments to their portfolios, which has enabled them to further grow and expand their user bases. Their success has been due in part to the high volume of consumer data they have harvested, which has allowed them to launch services tailored to their users.

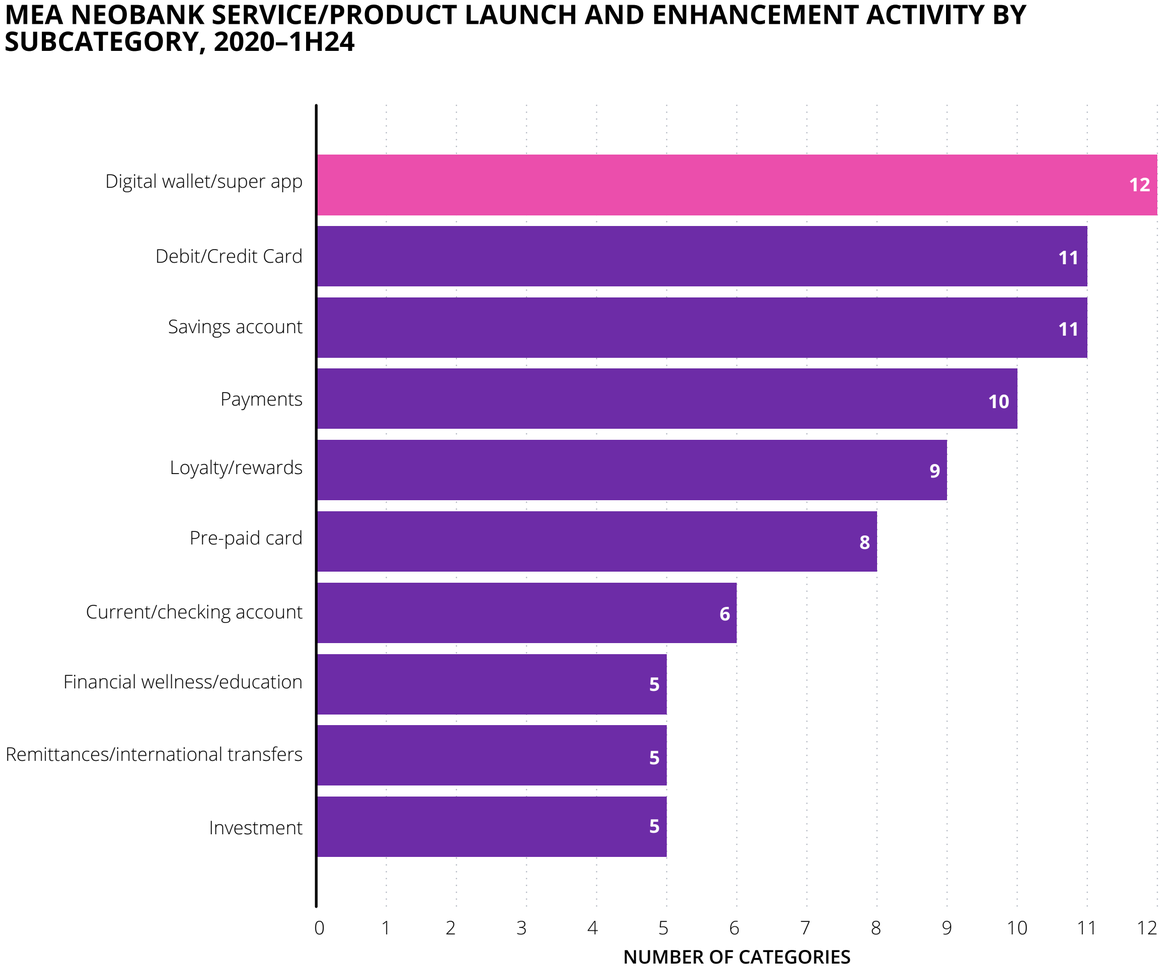
Unsurprisingly, digital wallets/super apps were the most common product/service enhancement or launch during the period 2020–24, according to Omdia's Neobank

Activity Tracker (Figure 5) reflecting customers' need for a portal to manage their financial and nonfinancial lives. Digital wallets are on their way to becoming central to accessing banking and other lifestyle services in one place.

Digital banking is shifting to a platform approach that incorporates the wider digital front office. Retail banks in MEA should no longer have siloed systems for online or mobile banking and other channel systems but a broader digital banking platform that supports customer-to-bank interactions for direct and, increasingly, emerging channels such as digital wallets. Digital wallets can lead to the creation of a marketplace through the development of a super app that provides the opportunity to offer new products/services beyond banking as demonstrated by the success of Grab and M-Pesa. Future innovation is likely to be driven through the ecosystem, benefiting the bank in the long term by unlocking advantages beyond the platform.

MEA region is fast adopting digital payments with countries such as Rwanda and Bahrain striving to be among the first globally to adopt a cashless economy as consumers rapidly become accustomed to making payments through digital wallets. Digital expectations change at a rapid rate that requires agility, flexibility, and forward thinking. Change will require a strong partner that can respond to these challenges and provide advice on how to launch new products and services quickly and effectively.

Figure 5: Digital wallet/super app the most common type of service/product launch



SOURCE: OMDIA

Cloud-first architecture will future proof banks in adopting new digital trends

Modern infrastructure enables banks to rapidly adopt future technology trends

Although incumbent banks want to transition to the cloud, a combination of technical debt and regulatory restrictions mean that banks are still heavily reliant on their on-premises infrastructure and on-premises applications.

With artificial intelligence (AI) dominating the thoughts of technology executives throughout financial services, it's easy to forget that until recently, the cloud was seen as the most transformational technology in the industry for decades. There was initial trepidation, similar to how banks currently feel about AI, about adopting a technology they didn't truly understand (or, most importantly, couldn't explain to a regulator). However, this has changed significantly with the recognition that the cloud brings more speed, flexibility, and, ultimately, innovation, but with the added kickback of managing costs (although this is easier said than done).

In the past decade, cloud infrastructure has advanced significantly and now has the computing power to handle the vast numbers of transactions a bank processes in real time. Deployment on the cloud is now often the preferred implementation method because it enables banks to manage their infrastructure costs more efficiently (than with on-premises deployment) and ensures developers can focus on building value-added services on top of the cloud infrastructure.

However, banks are still heavily reliant on their on-premises infrastructure and on-premises applications, which account for more than 80% of MEA has banks' source segmentation technology spending in 2024, according to Omdia's Retail Banking Technology Spending Through 2028: Source Segmentation.

Banks fully know the need for digital transformation and shifting legacy applications to the cloud to remain competitive. Yet, enacting it across the entire banking value chain in a unified manner is not a simple task. Omdia's IT Enterprise Insights: IT Drivers and Technology Priorities – *2025* survey, for instance, shows that most retail banks have made some inroads into digital transformation, with respondents most likely to have made progress in adopting cloud services. However, just 23% state that they have made significant progress.

Digital banking platform architecture should be designed utilizing a modular/microservice approach to provide the ability to easily add new products/features while enabling scalability across the institution. Deployment by cloud is increasingly the default because it enables banks to manage their infrastructure costs more efficiently than with on-premises deployment and future-proof their services. Adria's platform, for example, is built on a microservices architecture, leveraging Kubernetes for container orchestration, along with tools such as Camunda, Kafka, and Docker. This enables financial institutions to tailor solutions to their specific needs, whether for retail banking, corporate banking, or specialized services like Islamic banking. It offers flexible deployment options—on-premises, cloud, or hybrid—ensuring scalability and security.

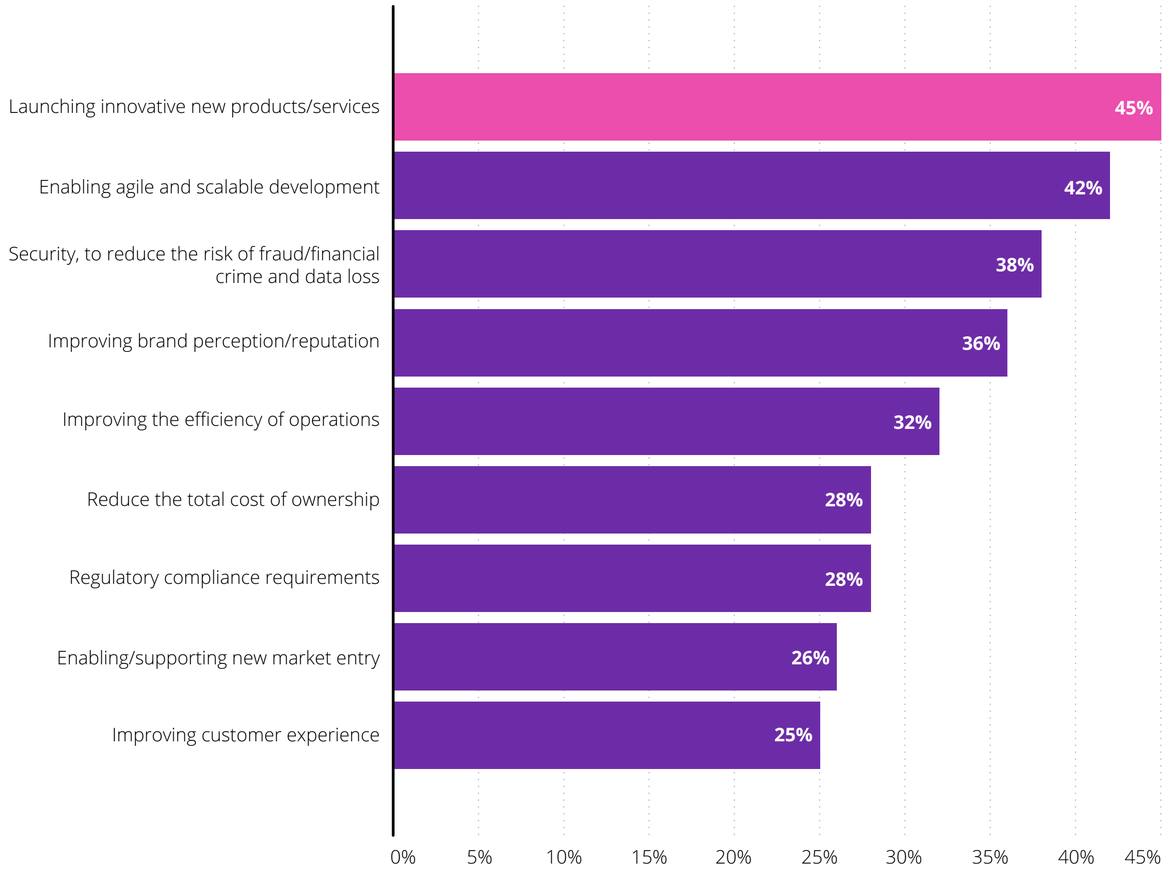
It is not enough for the platform to simply be cloud-ready—the emphasis should be on cloud-native, which fully utilizes the cloud capabilities and supports SaaS and hybrid cloud deployment as standard. Externally, retail banks invest most in their infrastructure. Infrastructure costs were $1.7bn in 2024, which will increase to $2.1bn by 2028 according to Omdia's Retail Banking Spending Forecast. Growth will also be strong in applications, IT services, and consulting as banks look to develop new capabilities for digital initiatives and to drive legacy modernization.

The transition to cloud, initially to private cloud but shifting to public cloud by the end of the forecast period, is set to reach 11% of total IT spend by 2028. MEA are behind other regions in terms of cloud adoption but are catching up quickly.

Figure 6 shows the key drivers for infrastructure investment, which include launching innovative products and services, enabling agile and scalable development and improving brand perception and reputation. Moving away from legacy systems to cloud-based models that use open-API-based composable/ microservices architecture enables real-time data processing and allows for agile, rapid product and service development.

Hitherto, legacy modernization projects have been approached on a piecemeal basis, often in a disconnected and nonstrategic way, but technology is increasingly converging into singular, cloud-based platforms. These not only allow for faster and more coordinated implementation, but also provide the foundations on which new products, services, or tools can be added or withdrawn as the wider technology landscape changes.

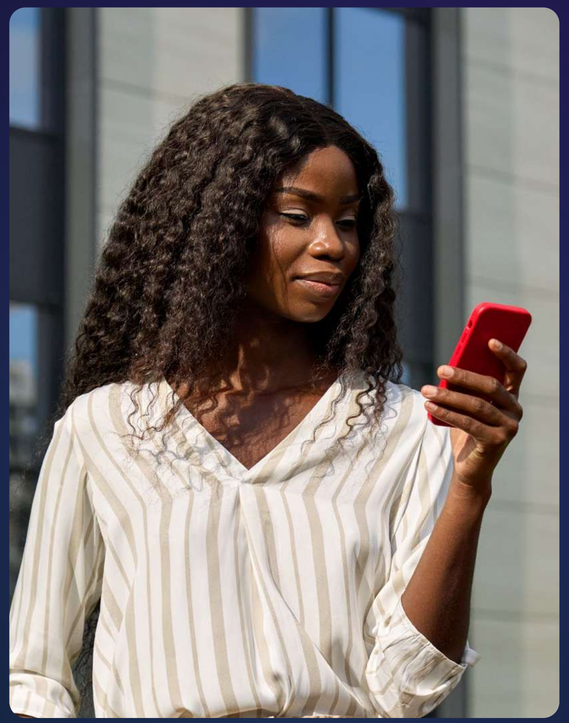
Figure 6: Launching innovative new products/services key factor for investing in infrastructure



SOURCE: OMDIA

CASE STUDY

التجاري وفا بنك
Attijariwafa bank



Attijariwafa bank (AWB), a global financial institution with a strong presence across Africa and subsidiaries in Europe, has been undergoing a major digital transformation to enhance its banking services and meet the evolving needs of its clients. With ADRIA B&T as a strategic partner, AWB has successfully implemented innovative digital banking solutions across its subsidiaries in both Africa and Europe, reinforcing the bank's global presence and commitment to providing seamless services on a global scale.

AWB has deployed a wide range of solutions across its subsidiaries in Europe: France, Italy, Belgium, Spain, Germany and Africa: Morocco, Tunisia, Egypt, Côte D'Ivoire, Senegal, Congo, Burkina Faso, Mauritania, Mali, Cameroon, Togo, Chad, Gabon. These solutions have been designed to meet the specific needs of each market, ensuring that AWB can offer a tailored, efficient, and secure banking experience to customers.

To meet the growing demand for digital services, AWB has deployed a suite of banking solutions that enhance both corporate and retail banking services. The Internet Banking and Mobile Banking platforms allow customers to manage their accounts and perform transactions anytime, anywhere. Corporate Banking and Trade Finance services have streamlined business operations, enabling companies to manage payments with greater ease and security. In addition, AWB launched a Wallet solution to offer secure, real-time electronic payments and transfers. The Payments platform further enhances customer experience by providing a flexible, reliable way to make transactions across regions.

Moreover, AWB has also been working closely with Bank Assafa, its Islamic banking subsidiary, to extend these digital banking solutions to the Islamic Banking Sector. By modernizing its infrastructure and adopting a digital-first strategy, AWB has strengthened its position as a leader in digital banking across Africa and Europe, providing a seamless, efficient experience that meets the diverse needs of its global customer base.

Appendix

About

ADRIA B&T

ADRIA B&T is a leading provider of innovative digital banking solutions, with a strong presence across Africa, Europe, and the Middle East. We offer a comprehensive suite of solutions designed to help financial institutions modernize their digital infrastructure while delivering enhanced customer engagement. Our offerings include Digital Onboarding with Ekyc, Mobile and Web Banking, Open Banking, Digital Lending, Digital Corporate Banking, E-Wallet, Digital Signing & Sealing, Agency Banking, and Trade Finance.

At ADRIA B&T, our mission is to empower financial institutions to lead in the digital age. We offer scalable, secure, and forward-looking platforms that drive customer engagement and optimize operational efficiency. Our platform is built to ensure seamless customer interactions across multiple touchpoints, maintaining high standards of data security and regulatory compliance.

ADRIA B&T's approach to customer engagement

At ADRIA B&T, we believe that the future of banking lies in building long-lasting, personalized relationships with customers. Our engagement platform allows financial institutions to interact with customers seamlessly across multiple channels, ensuring a consistent, integrated experience. By leveraging AI and data analytics, we enable banks to create tailored offers and deliver relevant content, driving deeper engagement, enhancing customer loyalty, and improving satisfaction.

25+
countries

200+
experts

20%
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Methodology

This e-book, commissioned by Adria Business & Technology, is largely based on Omdia's proprietary global ITEI 2024/25 survey, a study comprising more than 6,800 interviews with CIOs and other senior IT decision makers across financial services and adjacent vertical industries. It also incorporates data from Omdia's Banking Software Contract Analytics tool, Financial Services Technology Spending Forecasts, Neobank Activity Tracker and publicly sourced desk research where applicable.

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