

## Case Study : CARDS CONSULTING

<b>Project</b>	Technology & Card Business Review for a Islamic Bank in Malaysia	
<b>About Client</b>	<ul style="list-style-type: none"> <li>▪ One of the earliest Islamic Bank in Malaysia</li> <li>▪ Issuing portfolio of 150K cards</li> <li>▪ Minimal acquiring portfolio</li> </ul>	
<b>Objective</b>	<b>Region</b>	Asia
	<b>Key Requirements</b>	<ul style="list-style-type: none"> <li>▪ Review of business department for type of products, marketing strategies, future plans, pricing strategy etc.</li> <li>▪ Review of the technology platform (Silverlake) and identify the obvious gaps with “industry standard” revolve platforms.</li> </ul>
<b>Project Details</b>	<b>Project Size</b>	80 Man Days
	<b>Team Size</b>	2
	<b>Schedule</b>	8 weeks
<b>Approach</b>	<p>Engagement involved review of following key areas:</p> <p><b>Business Review:</b> Review the business practices including meeting different departments like products, operations, marketing, pricing, reconciliation to identify the gaps.</p> <p>Review the documented functionality of the Silverlake platform (Product Study) and identify the obvious gaps with “industry standard” revolve platforms.</p> <p>Review the processes (e.g. process flow management, knowledge management, development &amp; testing, people skills etc.) and feedback on obvious process / skills gaps</p> <p>Capture the business expectations from a short / medium / long term perspective and identify possible pain areas from people, process and technology standpoint</p> <p>The 2-member team spent 3 weeks in Malaysia for meeting key stakeholders and information gathering. All analysis activities were performed offshore utilizing email/calls wherever required.</p>	
<b>Value Delivered</b>	Based on the recommendations, client decided to upgrade to better platform and made changes to business team	