Case study

Maximizing efficiency & minimizing risk through workflow integration.

Ambank Group

Bloomberg

Location
Malaysia

Industry
Retail and commercial banking

Customer profile
- Founded in 1975, Ambank is the sixth-largest banking group by assets in Malaysia.
- The bank offers a full suite of Foreign Exchange, Rates, Derivatives, Commodities, Fixed Income and Investment offerings.
- More than RM170 billion in assets and over 3 million retail and corporate customers.
- The bank was the first merchant bank to be listed on the Kuala Lumpur stock exchange in 1988.
- Awards & recognition:
  – BNM Ranking FY2020: Ranked 4th Conventional Principal Dealer & 2nd Islamic Principal Dealer
  – Alpha Southeast Asia Treasury & FX Awards: Best FX Bank for Corporates and Financial Institutions for 10 consecutive years; Best FX Bank for Structured Products: Commodities/Credit/Equity/FX and Multi-Assets for 3 consecutive years; and Best FX Bank for Money Market Products

Business situation
Ambank's Treasury and Markets group is the fastest-growing division in terms of profitability, but its growth was hindered by disconnected workflows that couldn't keep up with the rapid business growth and expanding trade flows. The group needed better system integrations to help the trading desk improve governance and get the information needed to ensure trades could be done efficiently and accurately.

Bloomberg solution
- Bloomberg Trade Order Management Solutions (TOMS) allows Ambank's trading desk to make decisions with speed and efficiency with global, multi-asset solutions for front-end inventory, trading, and middle- and back-office operations.
- Bloomberg Enterprise IPaaS helped Ambank's group design, build and manage connectivity among its various applications, data sources, third-party providers and service bureaus.
- iPaaS connects thousands of different systems and manages high volumes of daily data messages globally. The platform offers the scale and reliability needed by large financial institutions.

Solution benefits
Ambank's Treasury and Markets trading desk now has an integrated, efficient workflow that allows the team to make trading decisions more quickly, without being encumbered by disjointed systems. Compliance with reporting regulations is also improved as data is easy to find and compile.

Ambank

Ambank Group is a diversified financial services group with business in wholesale banking, investment banking and related financial services, including Islamic banking insurance, investment advisory, and more. Its Treasury and Markets group has been growing rapidly by expanding its range of products and services. The group went from contributing 13% of the company's bottom line in 2019 to 57% in 2021. The group needed to integrate and improve workflows to support the group's fast growth better.

Treasury and markets held back by a mix of disconnected workflows

Over the years, the department developed a number of workflows using multiple systems to cope with the rapid growth in their business. But the disjointed workflows couldn't keep up with the expanding trade flow. Traders weren't connected to the information they needed to ensure that trades were executed efficiently and accurately. The processes were not connected well and staff relied on data that flowed through the different front office, middle office, and operations systems.

"We needed to establish a cost-effective and user-friendly solution that would give us a comprehensive view of our daily trades to help us achieve a faster turnaround time. The bird's eye view of things happening behind the scenes would also support our back-office and compliance functions," said Chua Tuan Pey, AmBank's Head of Fixed Income.

Without a centralized approach and fast growth, the Treasury and Markets team was at risk of losing its ability to control the inbound and outbound data. Any gaps in integration and connectivity would expose the group to operational and financial risks. The group needed better system integration.

> "My team is free to focus on growing their portfolios and not having to worry about operational risk and regulatory requirements."
>
> Chua Tuan Pey, Head of Fixed Income, AmBank

Bloomberg TOMS and iPaaS transform complexity into integrated efficiency

Bloomberg structured a plan to integrate AmBank's mix of systems. Within weeks, all information of AmBank Trading Desk's trades was under TOMS. The group's proprietary and third-party systems were integrated under a single point of control through Bloomberg's Enterprise iPaaS.

Enterprise iPaaS simplified process management, helping ease the burden of administrative tasks carried by the operations teams. Integration improved the visibility of each and every trade transaction – from trade data down to terms of the limit approvals. Compliance was also improved. Regulatory reporting was no longer a laborious task for the compliance team because the needed data could be easily located and extracted on the fly.

Bloomberg conducted multiple user acceptance tests to ensure the trades were accurately captured and all requirements were met.

Faster execution, greater accuracy, enhanced control.

The new workflow improved efficiency all around, yielding both tangible and intangible benefits cost-effectively.

The trading team has better control over their portfolios with turnkey access to execution, trade matching, regulatory reporting and settlement. Trade decision time was reduced under the new integrated workflow; there are no more manual cross-checks of disjointed data sets on multiple systems. Adjusting, duplicating and canceling deals can also be done quickly, and management could download reports tracking everything for proper audit trails. The integrated workflow allows for better data synchronicity, consistency and accuracy.

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About Bloomberg Professional Services

To succeed today, financial institutions must respond to challenges that are not addressed by traditional approaches. They require world-class solutions that integrate people, processes, information and technology for the front office, middle office and operations. Bloomberg Professional Services – the Bloomberg Terminal and our enterprise data management and integration services – provide real-time data, breaking news, in-depth research and powerful analytics to help financial professionals make smarter, faster and more informed decisions.

Streamline your trading workflow

Bloomberg multi-asset order and execution management solutions and investment cycle analytics for buy-side and sell-side firms connect to the global capital markets, drive regulatory compliance and lower total cost of ownership. To learn more, contact your account representative or email eprise@bloomberg.net.

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