

Case study

Streamlining processes and workflow to enhance scalability.

ZA Bank

Sell-Side

TOMS

Bloomberg

Location

Hong Kong

Industry

Virtual banking

Customer profile

- ZA Bank offers personal and business banking, along with insurance and investment products and services.
- Winner of multiple innovation and tech awards, it's high on innovation, customer service and stakeholder engagement, with a user-driven product development model.
- Hong Kong's first fully operational virtual bank, and the first virtual bank globally to adopt Bloomberg Trade Order Management (TOMS) solution for treasury management.

Business situation

ZA Bank's customer base has grown to more than 600,000 customers in just two years. This rapid take up was matched by dramatic increases in deposit size, and meant it required a more technologically advanced treasury management system to efficiently manage its fast-growing treasury book, ensure data integrity and fulfil regulatory requirements.

Bloomberg solution

- Bloomberg TOMS enables sell-side firms to manage inventory, risk, P&L, compliance, and straight-through processing across various asset classes.
- Includes market connectivity and trading tools to support a firm's electronic trading workflows.
- Synchronizes front office risk and trading with middle office, operations, and enterprise applications in real-time.
- Because it evolves with the market, whenever a business is ready to start trading new asset classes, launch new business, or comply with new regulations, TOMs is ready to go.
- Winner of numerous industry awards, including the 2021 Waters Technology Best Sell-side OMS Provider and 2020 Waters Technology Best Sell-Side Front-Office Platform.

Solution benefits

ZA Bank has achieved better control of its daily practices and made significant efficiency gains by implementing Bloomberg TOMS and its best-in-class market data. TOMS is enabling ZA Bank to address its current investment needs and prepare for continued growth and scalability, while its seamless integration with Bloomberg Terminal Solutions for pre-trade analysis, research, and market moving news is greatly enhancing ZA Bank's decision-making process and front-to-back workflow. Importantly, the bank can now comfortably meet the regulatory requirements of the HKMA.

ZA Bank

ZA Bank is the first fully operational virtual bank in Hong Kong. An integrated financial brand, it was established by the fintech and insurtech focused ZhongAn Technologies International Group Limited ("ZA International") in 2019.

ZA Bank takes an innovative, community-driven approach to product development and design, inviting users to guide the evolution of the bank's products and services. In addition to personal and business banking services, it offers investment and insurance products.

Laying the foundation for exponential growth and scale

Since launching its services to the public in March 2020, ZA Bank has captured market attention and experienced rapid take up and growth. By 2022 it had more than 600,000 customers and is anticipating exponential growth over the next few years.

With the rapid increase in the size of its treasury portfolio, ZA Bank observed that the manual workflow of managing its fixed income and foreign exchange transactions was becoming unwieldy and threatening to hinder further expansion. To overcome this, ZA Bank sought a more efficient, sophisticated, and scalable solution. Finding a product that could firstly optimize multi-asset coverage with workflows for treasury management and secondly, improve operational efficiency with enhanced data integrity and automated system feeds was crucial to ZA Bank.

"An institution grade technology solution"

Aware that that the pandemic had accelerated interest in virtual working and investing environments – its own, and those of its customers – ZA Bank judged Bloomberg's highly accessible TOMS solution, world-class reliability and support a good fit.

"We are pleased to partner with Bloomberg and use their industry-leading investment technology solution to support our fast-growing business," said Rockson Hsu, CEO of ZA Bank. "As we continue to build a game-changing digital bank for our users, it's important to find an innovative solution that helps generate revenue, drive efficiency, and manage risk and compliance."

“Bloomberg’s TOMS, which is already used by many leading financial institutions globally, provides the Bank’s treasury and investment needs while giving us an option to expand our offering to other asset classes. This is invaluable for a start-up like us looking for the next growth opportunity.”

—Rockson Hsu
CEO, ZA Bank

The Treasury team at ZA Bank are actively using TOMS. All users are experiencing greater operational and workflow efficiency and benefitting from the peace of mind that TOMS’ automation and aggregation and resulting accuracy brings.

The team is experiencing particular benefit around compliance, as each trade must be assessed against and meet ZA Bank’s prudent risk controls, and then also enable ZA Bank to meet the regulatory requirements of the HKMA.

TOMS also helps to mitigate credit risk for trade consolidation and increases execution transparency between teams at ZA Bank by applying the TOMS “CMGR” function for credit limit pre and/or post trade monitoring.

“TOMS gives us an aggregated view of the multiple asset classes we are working with. We complement our manual pre trade processes and decision making with it every day, and its automated functions have significantly reduced our post trade workflow,” says Kenneth Leung, Head of Treasury at ZA Bank.

About Bloomberg TOMS

Bloomberg’s advanced financial solutions and network of users enables virtual and traditional banks alike to optimise trading with a seamless and efficient workflow. Bloomberg Trade Order Management Solutions (TOMS) provides fixed income sell-side firms the capabilities to efficiently manage inventory, risk, P&L, compliance and straight-through processing. The enterprise suite of solutions includes electronic trading tools and market connectivity to help firms synchronize their front office risk and trading with middle-office, operations and enterprise applications in real-time.

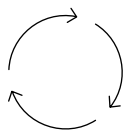
Learn more

Bloomberg trading solutions provide multi-asset order and execution management solutions and investment cycle analytics that enable buy-side and sell-side firms to turn their trade and order data into a competitive advantage. As a result, firms can create more efficient workflows, connect to the global capital markets, drive regulatory compliance and lower their total cost of ownership.

To learn more, contact a Bloomberg representative or visit bloomberg.com/TOMS.

Bloomberg Trade Order Management System (TOMS)

Key Capabilities



**Optimize
workflow**



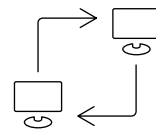
**Increase global
distribution to markets**



**Manage risk and
compliance**



**Engage the
electronic fixed
income market**



**Improve
operational
efficiency**

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