



# Link Development Empowers ALEXBANK to Grow SMEs Digital Economy on Azure



ALEXBANK, the leading private sector bank, decided to launch a major SME enablement initiative called SMB “Business Passport”; aiming to digitally modernize SMB business journey. Link Development, the regional digital enabler of SMEs, delivered the bank’s digital marketplace on Azure; providing anytime access to SMBs to a variety of value added services, website builder, information, toolkits, training materials and others. Empowering SMBs business readiness and sustaining their journey of growth flags ALEXBANK as Egypt’s trusted “go-to” business and technology advisor in the banking sector and positions it as a powerful contributor in building the digital economy.

Customer	ALEXBANK
Industry	Financial Services
Solution	Digital Marketplace
Technology	Azure, Open Source on Azure

## ALEXBANK, Leading the Egyptian Banking Private Sector

Established in 1957, ALEXBANK is one of Egypt’s leading private sector banks providing customers with value added financial products and services. Serving about 1.5 million customers, the giant bank operates 170 branches and about 5,000 employees. The bank has been a part of Intesa Sanpaolo Group since 2007.

### The Middle East’s SME Bank Focusing on Digital Enablement

In 2016, ALEXBANK has been named the [Middle East’s Best Bank for SMEs” by Euromoney](#) after growing its SME portfolio by a remarkable 39%.

The bank’s ambitious plans have always extended beyond provisioning financial services into providing non-financial value added services (vas) to its SMBs.

In 2016, the Middle East’s SME bank, decided to further differentiate itself among national competition by launching a major initiative called the [“SME Business Passport”](#) by February 2017.

The initiative basically stands on digitally empowering and modernizing the journey of SMBs with tools, education and programs specifically designed to grow their skills and capacities.

Finding the right digital partner was a challenge. The partner has to have digital mastery to

provide stable, secure and a very easy-to-use solution. After all, ALEXBANK planned a huge nation-wide above and under the line launch campaign and couldn’t afford nothing but highest quality initiatives.

Most importantly, the partner of choice has to have passion and commitment for raising the bar to create a strong SMB segment in Egypt.

*“We are extremely happy for the launch of our new ALEXBANK Business Passport, which we designed to support and empower Egyptian enterprises.*

*Dante Campioni,  
Chief Executive Officer and Managing Director, ALEXBANK*

## Crafty Minds Shaping the SMB Modernization Space

Amongst the recent national race of SMB enablement set forth by different regulatory bodies in Egypt to push the proactive development and expansion in the SMEs sector; Link Development stood out as the digital player of choice.

The company, in collaboration with Microsoft, for the past few years, has been digitally enriching the SME ecosystem in Africa with the SME4Africa, SME4Bahrain, SME4Qatar and SME4Egypt initiatives. The company is also leading the cloud scape as a certified regional CSP provider.

Having a common passion for enriching the SME ecosystem and digital mastery were the dealmakers for ALEXBANK to commence the Business Passport initiative with Link Development.

### Exciting Business Passport Journey on Azure

In a very short span of time, Link Development delivered ALEXBANK a digital SME marketplace on the cloud: [www.alexbankpassport.com](http://www.alexbankpassport.com).

The marketplace hosts a rich bundle of non-financial value added services and enables provisioning every SMB with the preferred service such as special offers on telecom bundles, Website Builder, Managed Services, advanced online Financial Education platform in addition to support of Entrepreneurial Associations.

The marketplace positions a group of important players as a consortium pushing the digital economy forward such as Etisalat Misr, BDO ESNAD, and Egyptian Junior Business Association (EJB); including ALEXBAK and Link Development.

The Business Passport marketplace is built on Link Development in-house developed products: SMEGO Cloud platform and Cloud Content Management platform and Website Builder (Webccano). It is complemented with Open Source WordPress portal for an SME Toolkit. All hosted and running on Azure.

### Digital Presence, a Sure Starter for SMBs

Missing the opportunities of online presence is a pitfall that often happens to SMBs. To flag it as a growth prerequisite and to show the path of basic and good marketing, the solution provides a website builder tool that makes the journey of building a website a lot easier, quicker and more enticing.

Using the Website Builder tool; SMBs can create their company website for free (financed through the bank) or at an extremely low cost with guided support of Link Development who helps SMB towards the completion of their online presence.

In creating websites, SMEs can select among multiple industry-specific templates in both Arabic and English. The website builder tool is based on Link Developments in-house developed platform: "Webccano".

## The Benefits: ALEXBAK Building the Digital Economy on Azure

- Successful launch of the "Business Passport" initiative
- Market leadership in digitizing the path of SMB business journey
- Stronger perception as the "go-to" SME business partner as well as technology advisor
- A stronger local presence with richer VAS and offerings
- Ease of scaling and rolling out new services
- Directly supporting SMBs online presence via Link Development, the local partner guiding and troubleshooting SMEs needs across 27 governorates
- Increased customer loyalty and more opportunities to up and cross sell services
- Maximum cost-efficiency and availability of marketplace on Azure

### Technologies

- Azure
- Open Source WordPress

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We are very excited to take on the additional role of facilitator, providing access to solutions beyond simply finance for a wide range of enterprises' needs.

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*Dante Campioni,  
Chief Executive Officer and Managing  
Director, ALEXBANK*

## SMB Toolkit, Knowledge at Scale

As a knowledgeable team is more capable of healthy business growth, ALEXBANK offers SMBs an exciting SME toolkit that contains 100s of documents of dedicated content at the disposal of SMEs, startups and entrepreneurs.

With a wide range of value added articles, tips, online training courses on business basics, as well as business writing, accounting & finance, human resources, sales & marketing, operations, and technology tutorials; SMBs can learn and implement sustainable business management practices as well as grow their productivity and efficiency in new markets.

The SBM Toolkit is built on top of WordPress Open Source CMS and is hosted on Azure.

## Digital Business Growth Needs Efficient Digital Tools & Platform

ALEXBANK's Business Passport marketplace is built on Link Development efficient and easy-use in-house developed products and platforms: [SMEGO](#) Cloud platform and Cloud Content Management platform and Website Builder ([Webccano](#)). It is complemented with [Open Source](#) WordPress portal for an SME Toolkit. All hosted and running on Azure.

## The Benefits: SME are Business Ready for Accelerated Growth

- SME exposure to business best practices, training material and business resources
- A clear path for businesses readiness, growth, acceleration and sustainability
- Reduced cost to build an online digital presence with the website builder in addition to local support on-ground
- Taking advantage of new credit facilities imposed by the Egyptian Central Bank at a competitive interest rates to finance the acquisition of cloud-based digital products
- Having access to various cloud products, from trials, download, services provisioning to after sales support

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We want to accompany the Enterprises, especially SMEs and SBs, to accelerate their efficiency and growth by facilitating their access to technology and professional services.

Our aim is to grow the level of trust of SMEs and Entrepreneurs towards the banking sector, by promoting us as a true partner for their businesses aiming to support them not only financially, but also with technical advisory and access to innovative solutions enabled by the new technologies we can access through Link Development.

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*Dante Campioni,  
Chief Executive Officer and Managing  
Director, ALEXBANK*