



# DigiTrends

LEADING THE FINTECH FRONTIER



Supporting

**USD  
120 Billion  
AUM**

InvestorVerse  
Unleashed: Offering  
all-around solutions  
for investment  
management  
digitization.

## Digitizing Investment Management

Aligned with the Saudi Arabia 2030 vision  
with regional HQ in Saudi Arabia.



## Clients and Partners

جدوى للاستثمار  
Jadwa Investment

سدكو  
SEDCO  
HOLDING القابضة

فنتك السعودية  
FintechSaudi

سبين  
تربيع

Profile  
Software

## Integrations with Saudi Bodies

علم  
Elm

الإنماء

نفاذ

واثق  
Wathq

Bloomberg

SWIFT

ANB  
INVESTMENTS

مصرف الإنماء  
alinma bank

DirectFN

TradeNet  
Customer Onboarding

eFront  
a part of BlackRock

SS&C ADVENT

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# CEO's Message

In celebration of our milestones in digital innovations within the financial sector, I am delighted to share a message of gratitude and achievement as we unveil this edition of our Product Catalogue. Our journey at DigiTrends has been truly transformative. Our exceptional products have played a pivotal role in reshaping the financial landscape, introducing innovation, efficiency, and convenience to the forefront. The years 2022-2024 have been exceptionally significant for DigiTrends. Our focus has been on learning, building trustful relationships with our clients, and consistently developing new solutions that drive significant advancements in the fintech sector.

As we navigate the ever-evolving fintech landscape, we remain committed to pushing boundaries and redefining possibilities. This magazine stands as a testament to the dedication of our team and the unwavering support of our partners and clients.



## Meet the team

DigiTrends Arabia is nothing without the competence and versatility of our leadership, they bring decades of industry experience and are committed to making DigiTrends Arabia a global success. Here's a glimpse of them:



**Talha Ahmed**  
Chief Technology Officer



**Bryan Williams**  
Chief Strategy Officer & Director



**Raja Khuram**  
Chief Executive Officer  
(DigiTrends Norway)



**Henry**  
Chief Marketing Officer



**Mahwash Samad**  
Chief Operating Officer



**M. Akbar Raza**  
Marketing Head



**Zeeshan Rehman**  
Country Head



**Farah Zahid**  
Creative Director



**Nimra Chauhan**  
Sales & Marketing Manager



**Summiya Manzoor**  
Business Development Manager



# About Us

Founded in 2010, DigiTrends emerged as a versatile global digital agency operating across KSA, USA, UAE, and Pakistan, spearheading the digitization of the fintech, gaming, healthcare, and pharmaceutical industries. Offering diverse and innovative marketing solutions, we've successfully transformed businesses, garnering worldwide recognition and evolving into a full-stack digital agency. Through precise strategies, effective communication, state-of-the-art technology, and meticulous execution, DigiTrends has risen to become a premier global IT firm trusted by over 600 brands, including Fortune 500 companies, to provide robust digital services and expert marketing solutions.

## Regional Focus

At DigiTrends Arabia, we are deeply rooted in the Middle East region, and this connection forms the foundation of our strong client relationships. This ethos allows us to understand the nuances of the local market, its unique challenges, and the dynamics that drive success. Our solutions are curated with this understanding, ensuring that they are tailor-made to resonate with the specific needs of the region.

## Product Coverage Matrix

Streamlining Solutions for Every Department

	Client	Client Relationship	Compliance	C- Level	Operations	Fund Manager	Fund Administrator	IT Systems and Security
SuperApp	●	●			●			●
Open Banking	●				●			●
Customer Insight Central	●	●	●	●	●			●
Onboard Ease	●							
Easy KYC	●	●	●	●	●			
KYC GlobalGuard	●	●	●	●		●	●	
SWMS		●	●		●	●		●
Fund Inflow	●	●				●		
Invest Bridge	●				●		●	
Invest Insight	●				●			●
Invest Fit					●			●
Client Reach					●			●
Invest Exchange	●				●	●		
Invest Report					●			●
Connect All					●			●
Compliance Analyzer			●		●			●
App Catalogue Suite	●	●			●			●
App Sentinel	●	●			●			●

# Unveiling the Future of Fintech Solutions





## Key Features



Easily update contact information, manage funds, access detailed account statements, and communicate with the fund management team.



SuperApp offers a seamless onboarding process, enabling users to complete KYC independently with minimal friction. This feature accelerates account setup and activation while ensuring compliance with regulatory standards.



Clients can invest in various asset classes, including mutual funds, stocks, and brokerage accounts. SuperApp supports both public and private equity, catering to different risk appetites and financial goals.



With support for internal, local, and international fund transfers, SuperApp offers flexibility in financial management. Users can easily add beneficiaries and track real-time transfer statuses for complete control over their finances.



SuperApp provides a comprehensive view of users' portfolios, allowing them to track investment performance, subscribe to new funds, redeem existing investments, and switch between funds. The app supports transactions in SAR and USD, providing currency flexibility.



The trading system allows users to place buy and sell orders, view market data in real time, and monitor market trends. Brokerage clients can confidently execute trades and have a transparent view of their trading history.



SuperApp is backed by a secure infrastructure powered by DirectFN, ensuring robust backend support for transactions, KYC verification, and investment activities.



Real-time notifications update users on their investment activities, market conditions, and regulatory changes. Detailed reports provide insights into transfers, portfolio performance, and transaction histories.



SuperApp provides multi-layered access control, ensuring that every level of your organization has the right tools and information while safeguarding sensitive data.



Individual user accounts for executives and key personnel can easily be created to give them exclusive access to relevant tools and information to empower them to lead more efficiently.

# SuperApp

## Empowering Clients with a Unified Investment Platform

SuperApp is designed to bring a virtual branch experience directly to your fingertips by allowing clients to perform a wide range of services, all in one place.

With SuperApp, you can easily update your contact information, manage your funds, access detailed client statements, and communicate with the team to request new features—all from one unified platform. Whether for corporate or individual investors, SuperApp provides a seamless, user-friendly solution that brings convenience, and efficiency into the financial management experience offered by banks and wealth management companies.

## Benefits:

- SuperApp gives users control, allowing them to independently manage their onboarding, KYC, account information, and investments.
- The platform consolidates various financial activities, from fund subscriptions to transfers, within a user-friendly interface, enhancing financial transparency and efficiency.
- With robust authentication measures, including OTP integration and session management, SuperApp ensures secure transactions and protects user data.
- Users can access detailed insights into their portfolios, enabling informed decision-making and continuous portfolio optimization.
- SuperApp accommodates diverse investor profiles by offering various investment options, making it a versatile tool for retail, corporate, and high-net-worth clients.







## Open Banking - To Invest

### Empowering Your Financial Management With Smart Solutions

Open Banking by DigiTrends is here to transform how you manage and grow your money. This innovative solution not only helps you track where your money is going but also provides you with clear insights into your overall finances. Unlike other budget trackers, our platform goes a step further by showing you exactly how much money is left after all your expenses are done and offering tailored investment recommendations to help you make the most of that amount. From suggesting how to top-up your savings via credit card to advising on transferring funds from your bank account, Open Banking gives you actionable guidance to optimize your finances. With our expert recommendations, you can confidently explore new investment avenues, knowing you have the right support to help you make informed decisions.

### Benefits:

Gain total control over your finances by visualizing and managing all of your expenses in one easy-to-use app.

The detailed reports and analysis empower you to make informed decisions, helping you plan for future financial needs with confidence.

With all accounts and cards unified on one platform, you can easily monitor your transactions from one place.

Easily grow your funds by getting tailored advice on investment strategies and avenues to invest in.

## Key Features



Open Banking connects to all your bank accounts and credit cards, displaying detailed insights into where, when, and on what you're spending your money.



Automatically compares your actual expenses against the allocated budget, allowing you to track how well you're adhering to your financial goals.



Generate monthly and annual reports that give you an in-depth analysis of your spending habits and financial health.



Categorize your expenses for better clarity, and see exactly how much is being spent in each area, helping you identify opportunities to cut back and save.



Get tailored recommendations on investing the left over funds after all expenses to help you grow your money.



Get detailed insights into the best investment avenues to help you make the most out of your savings.





# Customer Insight Central

## Streamlining Client Data Management and Regulatory Compliance

Financial institutions operate in a highly regulated landscape where the accuracy of client data and adherence to regulatory requirements are non-negotiable. This task can be intricate, time-consuming, and fraught with potential pitfalls.

Our Customer Insight Central is engineered to empower financial institutions in efficiently managing client data while ensuring strict regulatory compliance. Fortified with Application Entry Point Security (AEPS), it simplifies the collection and management of client information, all while upholding precision and security. The user-friendly design fosters seamless interactions, enabling clients to effortlessly update their details, while your team gains the capability to monitor file statuses with utmost efficiency.

## Key Features



"Customer Insight Central" streamlines the collection of client data and automates the verification process to enhance accuracy.



Tailor the platform to your institution's unique needs by configuring customizable fields for specific client information.



Enjoy quick access to updated client information in real-time, facilitating informed decision-making.



The platform provides alerts for incomplete or outdated client information, ensuring data remains up-to-date.



Robust compliance monitoring tools are integrated, assisting your institution in staying ahead of regulatory changes.



"Customer Insight Central" seamlessly integrates with your existing banking systems, ensuring a smooth and interconnected workflow.



Seamless integration with financial tools and services, including BlackRock, DirectFN, Advent API, Advent TradeX, Tradenet, SuperApp, and Mubashir, ensuring a streamlined investment management experience.

## Benefits:

Automated processes reduce manual workload, significantly boosting operational efficiency.

Real-time data updates and verification minimize errors and discrepancies.

Stay in strict compliance with ever-evolving regulatory requirements, reducing the risk of non-compliance penalties.

Clients can easily update their details, improving their overall experience with your institution.

Integration with banking systems and financial tools ensures seamless data flow and process efficiency.



# OnBoardEase

## Streamlining Client Onboarding for Seamless Investing

Client onboarding in the financial realm is a critical process that sets the stage for seamless investing. It involves gathering essential client information, verifying identities, and ensuring compliance with regulatory requirements. This initial step is where the foundation for a fruitful client-investment relationship is laid.

Our cutting edge OnBoardEase is engineered to revolutionize client onboarding, making it a breeze for financial institutions. Powered by advanced technology and seamless regulatory integration, DigiTrends Arabia's OnBoardEase automates compliance and simplifies the entire onboarding journey. It's designed to meet the specific needs of Saudi Arabia's financial landscape and aligns seamlessly with CMA regulations. With its intuitive interface and robust Application Security, clients can effortlessly open investment accounts from anywhere, whether it's their office, home, or mobile device.



## Key Features



"OnBoardEase" seamlessly integrates with Al-Elm Yaqeen for rapid MOI OTP verification, using Saudi ID or Iqama data.



Yaqeen retrieves MOI client data using birthdates, catering to Saudis and Residents alike.



The portal verifies National Address completeness for multiple or single addresses, ensuring accurate client information.



"OnBoardEase" auto-fetches employment information from MOI, accommodating both public and private sector clients.



The platform is designed to accommodate a diverse range of investors, including Saudis, Iqama holders, GCC nationals, and international clients.

## Benefits:

- Streamlined onboarding processes reduce time and effort, improving operational efficiency.
- "OnBoardEase" ensures full compliance with Saudi Arabia CMA regulations, minimizing regulatory risks.
- The intuitive interface makes onboarding a hassle-free experience for both clients and financial institutions.
- Clients can open investment accounts globally, enhancing accessibility and reach.





# Easy KYC

## Effortless Compliance with Cutting-Edge Automation

In the realm of investment companies, keeping pace with the dynamic landscape of Know Your Customer (KYC) regulations is paramount. Traditional manual approaches to KYC updates often lead to inefficiencies, inaccuracies, and compliance challenges. Recognizing these challenges, we've developed "Easy KYC" to revolutionize your KYC compliance efforts.

"Easy KYC" is our innovative solution designed specifically for investment companies, and it's poised to make adapting to changing KYC regulations effortless. This product is built on the bedrock of robust Application Entry Point Security, ensuring not only compliance but also the utmost security of your client data. By automating the KYC update process, it empowers your institution to streamline procedures, enhance data accuracy, save valuable time, and, most crucially, prioritize regulatory compliance to offer your clients an impeccable service experience.

## Key Features



Our KYC offers a 14-digit unique KYC Identification Number (KIN), providing a standardized approach to client identification.



"Easy KYC" caters to a diverse clientele, including Saudis, Iqama holders, GCC nationals, and international investors.



Client records are uniquely encrypted using advanced base encryption, ensuring data security at every level.



"Easy KYC" seamlessly integrates with data from all financial institutions, reducing data duplication and enhancing accuracy.



The KYC verification process is bolstered to fortify procedure security and reliability.

## Benefits:

- Automation of the KYC update process translates to significant time and resource savings for your institution.
- Streamlined processes minimize the risk of errors and inaccuracies in client information.
- Stay in lockstep with evolving KYC regulations, mitigating compliance risks.
- Robust encryption and security protocols ensure the confidentiality and integrity of client data.
- Faster and more accurate KYC updates lead to improved service delivery and client satisfaction.



# KYC GlobalGuard

## Uncompromising Compliance on the Global Stage

In today's interconnected world, financial organizations must navigate a complex web of international regulations to safeguard client data and maintain compliance. Adhering to global financial laws and upholding data integrity are non-negotiables. To meet these challenges head-on, we proudly present "KYC GlobalGuard."

"KYC GlobalGuard" is the cornerstone of robust compliance solutions, it is meticulously crafted to ensure not only compliance but also the utmost security of your client data on the international stage. With "KYC GlobalGuard," you can confidently adhere to global anti-tampering standards, capture FATCA information, comply with General Data Protection Regulation (GDPR), and seamlessly integrate clients' security policies throughout the KYC solution.

## Key Features



"KYC GlobalGuard" provides instant alerts and continuous 24/7 monitoring to ensure compliance with international regulations.



The solution offers a comprehensive risk assessment mechanism, including compliance alerts.



We strictly adhere to global anti-tampering standards, ensuring the utmost security for your client data.



Capture critical FATCA (Foreign Account Tax Compliance Act) information efficiently and accurately.



"KYC GlobalGuard" seamlessly aligns with GDPR requirements to protect client data privacy.



Clients' security policies are seamlessly integrated throughout the KYC solution, ensuring consistency and reliability.

## Benefits:

- Navigate the intricate landscape of global regulations with confidence, ensuring your institution's compliance.
- Robust security protocols safeguard client data, instilling trust and confidence.
- Receive real-time alerts to swiftly address compliance issues, reducing risks and liabilities.
- Streamlined FATCA information capture saves time and minimizes errors.
- Stay aligned with GDPR for data privacy, protecting both your clients and your institution.
- Clients' security policies are seamlessly integrated, fostering a unified and secure environment.



# SWMS (Strategic Wealth Management System)

## Empowering Your Financial Management With Smart Solutions

Designed exclusively for investment management firms and personal relationship managers, SWMS is a sophisticated platform that streamlines the execution of client advice on their behalf. Tailored for wealth management, particularly discretionary portfolio management (DPM) and internal fund products, SWMS allows professionals to seamlessly manage client portfolios efficiently by enhancing their internal operations and delivering exceptional results for your client's portfolios.

### Benefits:

- Simplify the process of subscribing, redeeming, and switching funds.
- With built-in digital signatures and suitability reports, the platform ensures that all transactions meet the required regulatory standards, minimizing compliance risks.
- By integrating with your existing systems, SWMS facilitates smoother fund operations, reducing administrative overhead and improving operational efficiency.
- The ability to easily switch funds allows rebalancing of portfolios without the need for complex transactions, offering greater control over their investments.
- The NAV calendar ensures that all subscriptions and redemptions are timed precisely, supporting accurate financial planning and eliminating discrepancies in transaction dates.

### Key Features



Easy subscription to new funds by digitally signing fund terms and conditions, and accepting suitability reports to ensure compliance with regulatory requirements.



Redeem partial or full investments from clients' funds with ease while choosing whether the redemption amount should be deposited into their registered account or an approved external bank account.



The platform allows seamless switching between different funds by redeeming clients' investments from one fund and reinvesting the proceeds into another thus optimizing their portfolio and achieving greater flexibility.



The funds section provides an intuitive interface to track and manage investment holdings across various funds, providing an at-a-glance view of all transactions.



The platform ensures precise calculation of NAV dates for both subscriptions and redemptions, eliminating errors and improving transaction accuracy.







# Fund InFlow

## Empowering Informed Investment Choices

In the world of finance, making informed investment choices is paramount. Financial institutions require a dynamic platform that streamlines subscriptions and fund transfers while ensuring compliance and security. Meet "Fund InFlow" by DigiTrends Arabia, a revolutionary fundraising platform.

"Fund InFlow" integrates a dynamic platform designed to make subscriptions and fund transfers an effortless process. With robust application security as its backbone, this efficient system is your partner for informed investment decisions and diversified portfolios. Whether you're a seasoned investor or new to the financial landscape, "Fund InFlow" guarantees a secure, user-friendly fundraising experience that empowers your financial goals.

## Key Features



Empower customers with relevant product information, enabling them to make well-informed investment decisions.



Equip clients to determine their desired investment amount, guiding them through the Subscription Request process.



Streamline the journey with digital document signing, ensuring convenience and efficiency.



"Fund InFlow" intelligently allocates percentages on a "Pro-Rata Basis," ensuring equitable distribution of funds.



Unlock opportunities for investment in closed-end and private funds, diversifying your portfolio effectively.

## Benefits:

- Provide customers with the knowledge and tools to make investment decisions that align with their financial goals.
- Simplify subscription requests and fund transfers with a user-friendly, efficient platform.
- The digital document signing feature reduces paperwork and accelerates transactions.
- Ensure fair distribution of funds among investors with pro-rata allocation.
- Explore investment possibilities in closed-end and private funds, broadening your portfolio.





# Invest Bridge

## Elevating Fund Management Efficiency

**Understanding the Need:** In the realm of financial asset management, efficiency is the linchpin for success. Managing subscriptions, redemptions, and fund switches necessitates a solution that's not only rapid but also secure. Enter "Invest Bridge" by DigiTrends Arabia, a game-changing product designed to streamline these operations seamlessly.

"Invest Bridge" is the catalyst for an efficient fund management process. It excels at automating subscription, redemption, and fund switching tasks, ensuring they're not only faster but also more secure. Integrated seamlessly with SS&C Advent Tradex, "Invest Bridge" takes the complexity out of fund order flow, allowing institutions to focus on strategic tasks and efficient management.

### Benefits:

- Streamline subscription, redemption, and fund switching processes, reducing turn-around times significantly.
- Adapt to various client needs with support for multiple order types.
- Secure large transactions with peace of mind, knowing that "Invest Bridge" has your back.
- Stay compliant with evolving financial regulations, ensuring the institution's long-term stability.

### Key Features



"Invest Bridge" automates subscription, redemption, and fund switching, eliminating manual intervention.



It supports various order types, including "Subscription, Redemption, and Switch," ensuring flexibility and adaptability.



Whether it's a small request or a substantial transaction, "Invest Bridge" handles it with enhanced security and precision.



Stay ahead in regulatory compliance and management with the built-in features of "Invest Bridge."



# Invest InSight

## Unveil the Power of Simplified Portfolio Management

Portfolio management is at the heart of sound investment strategies. Investors need a centralized platform that not only simplifies the process but also provides real-time insights. "Invest InSight" by DigiTrends Arabia is here to revolutionize portfolio management, making it accessible and insightful for investors of all levels.

"Invest InSight" is your gateway to streamlined portfolio management. Powered by eFront, it empowers clients to effortlessly track their investments, access real-time market trends, and make informed decisions. With a user-friendly design, "Invest InSight" is a versatile platform that caters to investors, from beginners to seasoned professionals.

## Key Features



Clients can access comprehensive statements whenever they need them, providing essential insights into their investments.



"Invest InSight" seamlessly integrates with other fintech products, allowing investors to expand their financial toolkit.



Security is paramount, and "Invest InSight" nullifies security threats with robust measures.



From Investment Breakdown and Product Reports to KYC integration, Client statements, Complaints reporting, and FAQs, "Invest InSight" is an all-encompassing solution.

## Benefits:

- Simplify portfolio tracking and management, making it accessible to all investors.
- Stay updated with real-time market trends, empowering informed investment decisions.
- Seamlessly connect "Invest InSight" with other fintech tools to enhance your investment capabilities.
- Trust in a highly secure platform that prioritizes your data and financial assets.





# Invest Fit

## Personalized Investment Recommendations Tailored for You

In the world of investments, understanding one's risk appetite, goals, and timescales is paramount. However, delivering tailored investment recommendations can be a complex challenge. "Invest Fit" by DigiTrends Arabia is designed to address this challenge by assessing client attributes and generating personalized risk scores.

"Invest Fit" is your key to personalized investment recommendations. This innovative tool seamlessly integrates with your KYC framework, ensuring data security and limited access to authorized personnel. With "Invest Fit," we prioritize your unique needs and objectives, delivering investment recommendations that align with your financial goals.

## Key Features



"Invest Fit" conducts a comprehensive assessment of client attributes to create precise risk scores.



We ensure full compliance with Saudi CMA regulations, giving you peace of mind regarding regulatory requirements.



Investment recommendations generated by "Invest Fit" are remarkably accurate, considering risk scores and client attributes.



The seamless integration with your KYC framework guarantees data security and accessibility.

## Benefits:

- Receive investment recommendations that are tailored to your unique risk appetite, goals, and timescales.
- Rest assured that "Invest Fit" adheres to Saudi CMA regulations, ensuring a compliant investment journey.
- Base your investment decisions on precise risk scores and attributes, increasing your confidence in your portfolio.
- The integration with your KYC framework prioritizes data security and accessibility for authorized users.



# Client Reach

## Elevate Client Communication for Exceptional Experiences

In the financial industry, personalized and efficient client communication is essential. Keeping clients informed, sending regulatory updates, and providing account statements can be a daunting task. "Client Reach" by DigiTrends Arabia is designed to address these challenges and enhance the overall client experience.

**Introducing Client Reach:** "Client Reach" empowers institutions to personalize and streamline communication with clients. Whether it's regulatory compliance updates, account statements, or general announcements, this versatile tool simplifies the process. The integration with TradeNet further enhances communication capabilities, ensuring that clients stay well-informed and engaged.

## Key Features



Ensure client compliance and transparency with seamless regulatory updates.



Enhance the client experience by sending personalized emails tailored to individual needs.



Streamline client greetings, announcements, and updates with pre-configured email templates.



"Client Reach" seamlessly integrates with existing systems, facilitating smooth communication.



Schedule emails in advance for maximum efficiency and convenience.

## Benefits:

- Personalized and timely communication enhances the overall client experience.
- Stay in compliance by effortlessly delivering crucial regulatory updates to clients.
- Streamline communication processes and save time with automated email scheduling.
- Engaged and informed clients are more likely to trust your institution and stay loyal.



# Invest Exchange

## Revolutionizing Secondary Market Trading

Efficiently boosting collaboration, and optimizing returns are critical aspects of any successful investment strategy. DigiTrends recognizes this and introduces "Invest Exchange" to redefine your secondary market trading experience. "Invest Exchange" is your gateway to effortless secondary market trading. This intuitive platform encourages collaboration and maximizes the liquidity of private, closed funds and unlisted securities. With a user-friendly interface and advanced technology, it empowers you to make informed decisions and unlock the full potential in secondary market trading. "Invest Exchange" marks a new era in your second market trading journey.

## Key Features



Investors can buy and sell securities independently.



Facilitate seamless transactions as investors trade securities among themselves.



Both clients and traders have the option for negotiated orders, allowing personalized, strategic decisions.



Transparency is enhanced with our cost system, providing clarity on transaction costs for better decision-making.



Trade private and close-ended funds for diversified, seamless gains.



Boost agility with improved liquidity, allowing easy fund unit trading in evolving markets.



Optimize decisions with integrated suitability reports that align investments with goals.

## Benefits:

Boost collaboration for optimized returns and liquidity.

- Gain enhanced transparency into transaction costs and fund trading.
- Enjoy the flexibility of peer-to-peer trading and personalized order options.
- Trade various fund types and boost liquidity for diversified gains.
- Leverage integrated suitability reports for astute investment decisions.





# Invest Report

## Keeping Your Clients Informed

In the world of finance, informed decisions are paramount. That's why DigiTrends Arabia brings you "Invest Report" – a crucial tool for keeping your clients informed about their investments. Our monthly statement provides not just information but a pathway to understanding, enhancing your clients' financial journeys.

"Invest Report" is more than just a statement; it's a reliable compass for your clients' investment portfolios. This user-friendly platform offers detailed monthly statements that provide accurate and comprehensive overviews of portfolio performance. The result? Informed clients ready to make strategic decisions with confidence.

## Key Features



"Invest Report" provides detailed monthly statements that offer comprehensive insights into portfolio performance.



Accessing statements and tracking investments has never been easier with our user-friendly platform.



Trust is the foundation of finance, and "Invest Report" delivers reliable information that empowers informed client decisions.



We understand that every client is unique. That's why "Invest Report" offers tailored statements that cater to both your business and individual clients.



Rest assured that your clients' information is treated with the utmost care. "Invest Report" offers a secure platform that prioritizes client information privacy and reliability.

## Benefits:

- Equip your clients with the insights they need to make informed, strategic decisions.
- Transparency in portfolio performance builds trust and fosters long-lasting client relationships.
- Tailor statements to your business and individual clients for a personalized touch.
- Protect your clients' information with our secure and reliable platform.





# Connect All

## Empowering Informed Investment Choices

In today's digital landscape, seamless app integration is crucial for efficient operations. However, with integration comes the responsibility of ensuring security and preventing abuse. Enter "Connect All" – DigiTrends Arabia's answer to the complexities of app management and enhanced security.

"Connect All" is not just another middleware; it's the gateway to a more secure and connected future. As an interface that streamlines app integration, it's designed to enhance your system's security while optimizing app management. This utility is a must-have for businesses looking to ensure smooth, secure, and efficient communication between applications.

## Key Features

-  Easily configure SMS providers and credentials with a single service, simplifying the integration process.
-  "Connect All" offers centralized logging for audit reviews and reporting, ensuring transparency and accountability.
-  It provides an added layer of security for your applications, safeguarding them from potential threats.
-  Secure and efficient communication between applications is the core of "Connect All," enhancing overall operational efficiency.
-  Guard against potential threats like DOS attacks and misuse of services such as OTP and Emails.
-  Stay one step ahead with the abnormal activity email alert system that notifies your SOC team based on configuration.

## Benefits:

- Simplify app integration and enhance security simultaneously with "Connect All."
- Centralized logging and audit reviews offer transparency, ensuring accountability.
- Streamline app management and improve overall operational efficiency.
- Protect your applications from potential threats and vulnerabilities.
- Stay vigilant with the abnormal activity email alert system, enabling your SOC team to act swiftly.





# Compliance Analyzer

## Your Partner in Regulatory Excellence

In the ever-evolving landscape of finance, staying compliant with regulations is not just a preference; it's an absolute necessity. Compliance teams face the daunting task of managing regulatory orders, client data, and ensuring system logic aligns seamlessly. Enter "Compliance Analyzer" – DigiTrends Arabia's solution to streamline compliance management.

"Compliance Analyzer" is not just another system; it's your dedicated partner in achieving regulatory excellence. Designed for compliance teams within financial institutions, this robust system is tailored to save, maintain, and search regulatory orders and client data. Seamlessly integrated with the core trading system, TradeNet, it's the backbone of compliance management.

## Key Features



"Compliance Analyzer" is your dedicated system for managing regulatory orders, ensuring compliance at every step.



Utilize single and bulk regulatory order entry screens to expedite data entry tasks.



Create, edit, and manage user profiles effortlessly with the user screen and source list screen.



Access and manage client information efficiently with dedicated client entry screens.



Stay informed with the dashboard screen, displaying essential record numbers at a glance.



Seamlessly integrated with TradeNet, "Compliance Analyzer" ensures you have access to up-to-date client information.



Enjoy flexibility with the ability to export any grid to Excel at any time.

## Benefits:

- Achieve regulatory excellence with a dedicated system designed to streamline compliance management.
- Expedite data entry, user management, and client information tasks for enhanced efficiency.
- The dashboard screen provides instant insights, empowering informed decision-making.
- Integration with TradeNet ensures access to the latest client information.
- Export data to Excel when needed, adding to the system's flexibility.





# AppCatalogue Suite

## Your Unified App Management Solution

In today's fast-paced digital landscape, managing a multitude of applications efficiently can be a daunting task. Organizations often grapple with the need to streamline app access while ensuring robust security and compliance. DigiTrends Arabia recognized this challenge and crafted "App Catalogue Suite" to simplify your app management needs.

"App Catalogue Suite" is more than just a software suite; it's your comprehensive solution for unified app management. Tailored to meet the demands of modern organizations, this powerful suite ensures easy, secure, and compliant app access, putting you in control.

### Benefits:

- "App Catalogue Suite" unifies your app access, making management effortless.
- Fortify your organization's security with access controls and authentication.
- Ensure compliance with ease, as "App Catalogue Suite" aligns seamlessly with regulatory requirements.
- Centralized logging and audit capabilities provide transparency and accountability.
- Streamline communication between applications, enhancing overall operational efficiency.
- Protect your applications from potential threats by preventing DOS attacks and service abuse.
- Receive timely alerts to abnormal activities, empowering your SOC team to take proactive measures.

### Key Features



Access all your applications from a single, user-friendly platform, simplifying app management.



Fortify your organization's security with robust access controls and user authentication.



"App Catalogue Suite" ensures your app management aligns seamlessly with regulatory requirements.



Benefit from centralized logging for comprehensive audit reviews and reporting.



Seamlessly facilitate secure communication between applications, enhancing overall operational efficiency.



Bolster your application security by preventing DOS attacks and abuse of services such as OTP and emails.



Stay ahead of abnormal activities with automated email alerts to your Security Operations Center (SOC) team, configured based on your specific needs.



# App Sentinel

## Fortify Your App Entry Points

In an era where digital interactions are pervasive, securing app entry points is paramount. Organizations face the constant challenge of safeguarding their applications against potential vulnerabilities. Recognizing this critical need, DigiTrends Arabia introduces "App Sentinel" to empower you with comprehensive entry point security for all your applications.

"App Sentinel" is your dedicated solution for bolstering entry point security across your entire app ecosystem. This cutting-edge product is engineered to provide robust protection, ensuring the integrity and security of your applications.

## Key Features



Safeguard your apps comprehensively by fortifying their entry points against vulnerabilities.



"App Sentinel" offers a user-friendly interface, making it accessible to users across your organization.



Tailor entry point security settings to your specific needs and requirements.



Benefit from real-time monitoring to detect and respond to potential threats promptly.



Receive alerts and notifications about security events, allowing for proactive responses.



Seamlessly integrate "App Sentinel" with your existing application architecture.



Stay protected with automated security updates, ensuring you're defended against emerging threats.

## Benefits:

- "App Sentinel" provides end-to-end entry point security for your entire app ecosystem.
- Its intuitive interface ensures accessibility for users at all levels within your organization.
- Customize security settings to align with your specific security needs.
- Real-time monitoring and alerting empower you to respond swiftly to potential threats.
- Stay one step ahead with automated alerts, enabling proactive threat mitigation.
- "App Sentinel" seamlessly integrates with your existing application architecture.
- Automated security updates keep you protected against evolving security challenges.



# DigiTrends Arabia's Service Offerings for Operational Excellence





# Consultation

## Navigating Finance with Expertise and Insight.

At DigiTrends Arabia, our commitment to empowering our clients with comprehensive financial solutions extends to our Consultancy services. We recognize that the financial world can often appear intricate and challenging to navigate. Therefore, our team of seasoned experts is dedicated to offering invaluable insights and guidance. Whether you're an individual looking to optimize your investment portfolio or a business seeking strategic financial planning, our consultants are here to assist you every step of the way.

## Benefits:

- Seasoned professionals brings extensive industry knowledge and expertise to the table.
- Ensuring you receive the best guidance tailored to your specific financial needs.
- Providing you with valuable insights and analysis
- Empowering you to make well-informed decisions that can positively impact you.
- Risk assessment and management strategies, helping you safeguard your investments.
- Working closely with you to develop customized solutions that align with your goals.
- Assisting you in creating a comprehensive roadmap to achieve your financial objectives.
- Keeping a keen eye on market trends and emerging opportunities
- Ensuring you are well-positioned to capitalize on potential growth areas.
- Building lasting relationships with our clients, providing ongoing support and guidance.





# Discovery

## Embrace Growth with DigiTrends Discovery.

With our Discovery service, we leverage cutting-edge data analytics and market insights to assist these companies in pinpointing fresh opportunities. Whether it's identifying untapped market segments, optimizing product portfolios, or exploring innovative investment strategies, our specialized team is dedicated to helping mutual fund companies stay ahead of the curve. With Discovery by DigiTrends Arabia, the possibilities for mutual fund companies are limitless, and the future is brimming with potential.



## Benefits:

- Enabling mutual fund companies to identify untapped market segments and expand their reach.
- Leading to increased assets under management and profitability.
- Providing valuable insights, helping companies make informed decisions.
- Evaluating and optimizing existing product portfolios, ensuring they align with market.
- Helping mutual fund companies explore innovative investment strategies and product offerings.
- Identifying potential risks and market challenges, to help companies proactively develop.
- Gain a competitive edge by staying ahead of industry trends.
- Our services to the unique needs and goals of each client.
- Supporting long-term strategic growth, helping mutual fund companies build business model.
- With data-driven insights and expertise, mutual fund companies can make strategic decisions with confidence, knowing they are backed by thorough analysis and industry knowledge.







# Outsourcing

## Elevate Efficiency, Unleash Potential with Outsourcing.

DigiTrends Arabia takes pride in offering a comprehensive Outsourcing service that caters to the evolving needs of organizations striving for cost reduction and operational efficiency. Our outsourcing services are designed to do just that. We collaborate closely with organizations to identify areas where outsourcing can yield substantial benefits. By entrusting us with these responsibilities, organizations can focus on their core competencies and strategic initiatives, secure in the knowledge that our commitment to excellence and technological prowess will enhance their operational efficiency.

## Benefits:

- Ensure significant cost reductions by eliminating the need for in-house staffing.
- Focus on core competencies concentrate on your core business functions and strategic goals.
- We easily adapt to changing business needs, allowing organizations to scale up or down.
- Providing access to a pool of specialized professionals with expertise in various domains..
- Our streamlined processes, technology, and best practices enhance operational productivity.
- Outsourcing tasks mitigates risks associated with staff turnover, ensuring business continuity.
- Offering access to a global talent pool, enabling organizations to tap into diverse skills set.
- Improve efficiency and customer service, leading to increased customer satisfaction and loyalty.
- With strict compliance and security standards, ensuring data privacy and regulatory adherence.
- Reallocate resources strategically and gain a competitive edge.







# Process Re-engineering

## Reinvent Efficiency, Transform Success with Process Reengineering

DigiTrends Arabia is committed to enhancing organizational performance and cost-effectiveness through our Process Reengineering service. Through a combination of advanced analytics, industry best practices, and innovative technology solutions, we transform these processes into lean, efficient, and highly productive workflows. The result is improved overall efficiency, reduced operational costs, and a competitive edge in the market. Our approach is not only about cost reduction; it's about empowering organizations to optimize their operations, adapt to changing market conditions, and position themselves for long-term growth and success.

### Benefits:

- Eliminating bottlenecks, redundancies, and inefficiencies, resulting in streamlined processes.
- Optimizing processes, organizations can reduce operational costs, leading to significant savings.
- Focus on enhancing the quality of processes, ensuring that outputs exceeds industry standards
- Streamline processes and enable organizations to respond faster to market changes
- Improve processes for better customer service and satisfaction.
- Reallocate resources to higher-priority tasks and strategic initiatives.
- Identify and address potential risks in processes, reducing the likelihood of errors.
- Our reengineered processes are designed to be flexible and adaptable to change.
- Allowing organizations to grow without significant process-related obstacles.
- Promoting a culture of continuous improvement and excellence within organizations.



# Cross-Functional Process Maps

## Navigate Success with Process Mapping.

DigiTrends Arabia is dedicated to empowering organizations with innovative tools and solutions that drive operational excellence, and our Cross-Functional Process Maps service exemplifies this commitment. Our service goes beyond merely mapping out these processes; it creates dynamic and interactive cross-functional process maps that provide organizations with a visual roadmap of their operations. These maps enable stakeholders to gain a holistic understanding of how various departments and functions interact and collaborate within the organization. By visualizing processes in this way, organizations can make data-driven decisions, optimize workflows, enhance communication, and ultimately achieve greater efficiency and effectiveness.

## Benefits:

- Providing organizations with a clear visual representation of their processes.
- Stakeholders can see how their roles fit into the larger workflow, fostering collaboration.
- Help identify bottlenecks, inefficiencies, and areas where processes can be optimized.
- Addressing inefficiencies and streamline workflows, reducing time and resource wastage.
- Clear visual representations facilitate communication and understanding among teams.
- Ensure that changes made to an organization are targeted and effective.
- Update visual maps as processes evolve or change, ensuring continued alignment with goals.
- Optimize processes and foster collaboration and achieve operational excellence
- With enhanced processes and efficient workflows, provide a competitive edge in the market.
- Streamline processes and contribute to sustainability efforts.

# Case Studies





## Case Studies

# SuperApp

### Leading Investment Firm

Location: Riyadh, KSA

AUM: 78.9 SAR Billion

DigiTrends partnered with a prominent financial institution to revolutionize its client onboarding and investment management processes through the implementation of SuperApp. This comprehensive platform is designed to empower clients, providing them with full autonomy over their investment journeys while addressing the increasing demand for seamless and user-friendly financial services.

### Background & Problem:

The increasing complexity of financial products affected the ability to provide a seamless and independent user experience.

Manual KYC processes resulted in lengthy client onboarding, causing frustration for both clients and staff.

Managing investments across multiple platforms became time-consuming, complicating the overall investment process.

Ensuring secure transactions and effective KYC verification raised concerns about data protection and regulatory compliance.



## Solution:

DigiTrends developed SuperApp, which allows clients to manage every stage of their investment lifecycle while offering an intuitive interface that brings all financial activities in one place.

The platform features independent KYC processes and account setup, significantly accelerating client onboarding while ensuring compliance with regulations.

Supports a diverse range of investments across various asset classes, catering to different financial goals and risk profiles.

To enhance transparency and control, the platform enables real-time fund transfers, beneficiary management, and transaction tracking.

Clients also benefit from a comprehensive view of their investment performance, subscription management, and trading activities.

Security is a top priority, with robust measures such as one-time password (OTP) integration and secure session protocols backed by a Digital Financial Network (DFN).

Users receive real-time notifications regarding market updates, regulatory changes, and performance metrics, facilitating informed investment decisions.

## Outcome:

An intuitive interface that allows clients to manage every stage of their investment lifecycle while bringing all financial activities in one place.

Significantly accelerated client onboarding while ensuring compliance with regulations.

A transformed the investment management experience for financial institutions but has also set a new standard for client engagement in the financial services industry.



## Case Studies

# Digital Transformation of a Leading Asset Management Firm

### Profile:

## Leading Financial Asset Management Company

Location: Riyadh, KSA

AUM: 78.9 SAR Billion

In the fast-evolving world of finance, success hinges on adaptability and innovation. Our collaborative journey with a leading Financial Asset Management Company exemplifies the transformative power of tailored FinTech solutions. By addressing their intricate challenges, we fostered operational excellence, compliance adherence, and unparalleled client experiences, setting the stage for unprecedented growth.

### Background:

1. Manual processes hindered operational agility, causing delays and errors.
2. Adhering to evolving regulations proved to be a complex and time-consuming endeavor.
3. Providing personalized experiences and transparent communication was a struggle.
4. Disparate systems created hurdles in communication and data flow.



## Solution

1. Deployed intuitive and automated systems to replace cumbersome manual processes, ensuring streamlined operations and minimizing errors
2. Integrated comprehensive compliance solutions, offering real-time alerts, automated reporting, and seamless adherence to both local and global regulations
3. Developed personalized portals and transparent communication channels, enhancing client engagement and fostering trust and transparency

## Outcome:

1. Manual processes were replaced with streamlined, automated solutions, reducing errors and accelerating operations.
2. Compliance became a seamless process, with real-time alerts, automated reporting, and integrated systems.
3. Their client experience was revolutionized with personalized portals, transparent communication, and holistic investment overview.
4. Solutions were integrated seamlessly, fostering efficient communication and data flow.
5. Suitability Assessment, Investment Portal, and Fundraising enhanced company's decision-making yielding better revenue outcomes.
6. International KYC and CMA compliance solutions ensured adherence to global and local regulations.
7. Middleware Enabler Utilities fortified security, ensuring secure application integration.
8. Secondary Market Trading maximized loan transaction efficiency and returns.
9. Client Statement and Fund Automation provided critical insights for better client engagement and portfolio management.



**“DigiTrends never  
compromised on going  
the extra mile for us”**

Manager Business Systems Development  
Asset Management Firm

In this digital transformation saga, we proved that tailor-made FinTech solutions can redefine success in the financial landscape, fostering unprecedented growth and resilience.



## Case Study:

# Streamlining Document Management

A leading Asset Management company in the kingdom embarked on an innovative journey alongside us. Their goal was to streamline their paper-handling process, seeking a fresh approach. They desired a system to track documents and ensure compliance. Teaming up with DigiTrends Arabia, they embarked on a remarkable journey to establish an efficient system that would bring order to their paperwork and streamline their operations.

## Profile:

### Leading Investment Firm

Location: Riyadh, KSA

AUM: 61 SAR Billion

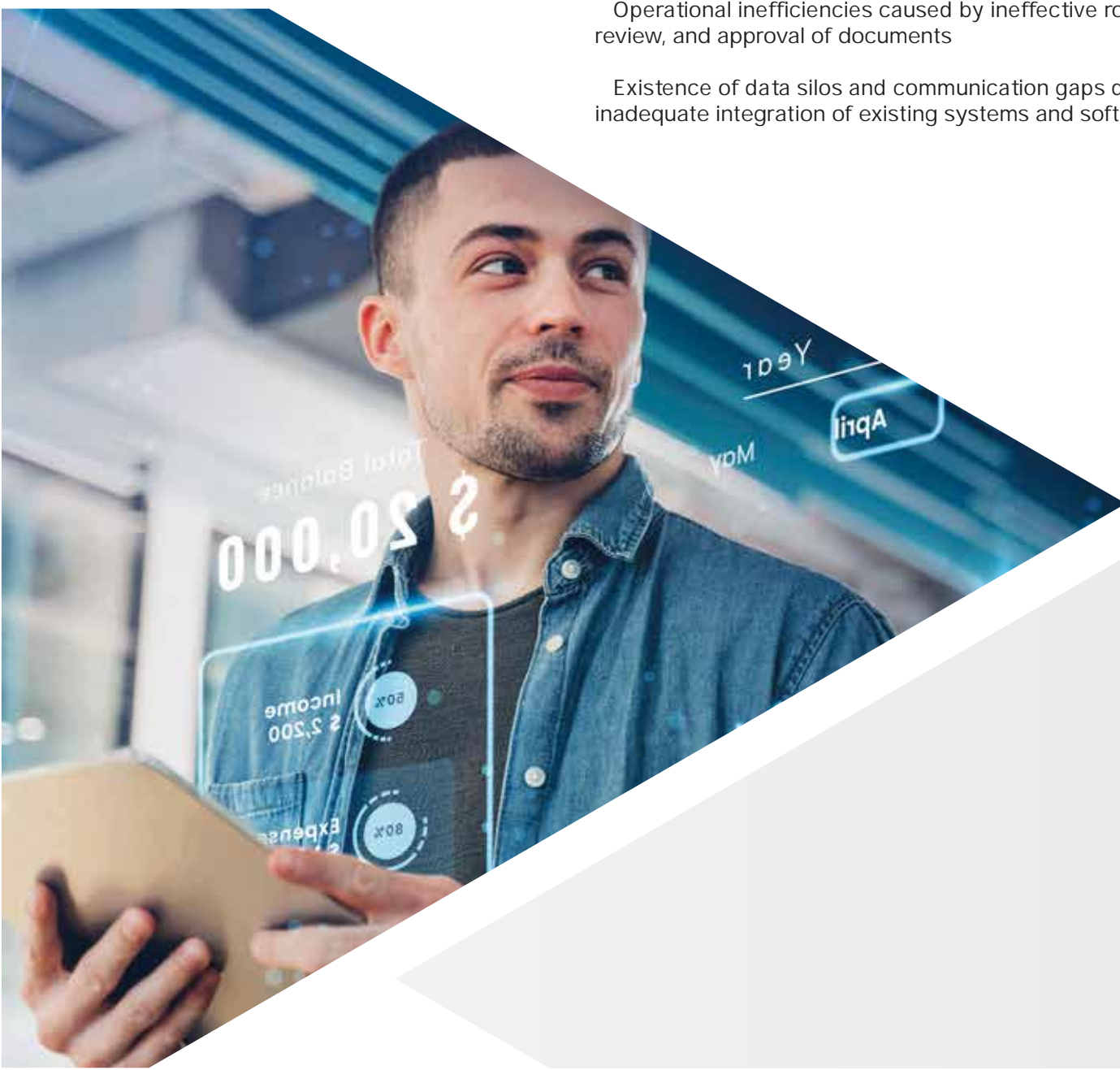
## Background & Problem:

Inefficient document management processes leading to the risk of document loss and unauthorized access

Challenges in ensuring regulatory compliance due to scattered compliance-related documents and lack of automated workflows

Operational inefficiencies caused by ineffective routing, review, and approval of documents

Existence of data silos and communication gaps due to inadequate integration of existing systems and software



## Solution:

- Developed and implemented a comprehensive document-controlling system, featuring a Custom Unique Document Identification System
- Established seamless Document Receiving/Uploading Procedures for efficient file management
- Deployed a robust Document Recording System to act as a centralized repository of crucial documents
- Introduced Real-Time Document Versioning/Numbering and Automated Alerts for precise tracking and synchronized activities
- Integrated MS Teams, SharePoint, and Adobe E-Signature, ensuring enhanced communication and streamlined operations

## Outcome:

DigiTrends Arabia adeptly developed and deployed advanced solutions tailored to the Firm's distinct challenges:

Through collaboration, each solution precisely tackled pain points, seamlessly fitting into the company's operations.

Efficient document control for the Firm's crucial papers.

Our system streamlined document management, reducing risks and ensuring compliance.

Integrating with MS Teams, SharePoint, and Adobe E-Signature enhanced communication and efficiency

**This case study exemplifies the transformative power of an effective document management system, in the investment industry. By fostering enhanced efficiency and compliance, DigiTrends Arabia enabled the firm to embark on a trajectory of sustained growth and operational excellence.**

## Pioneering Recognition: DigiTrends' Acclaimed Global Industry Achievements

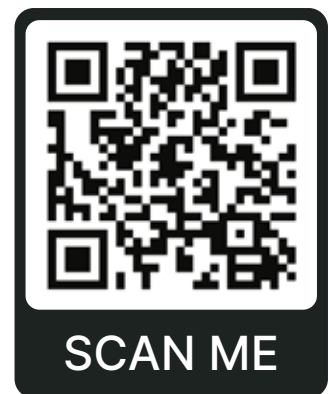
- DigiTrends Secures Fastest Growing Brand of the Year 2022 Award in Digital Solutions Provider Category
- DigiTrends is listed among the top digital marketing agencies in San Francisco on UpCity!
- DigiTrends proudly earns recognition as the top software development company on a prominent MENA Region platform
- Raising the Bar: DigiTrends Received Excellence Award!
- DigiTrends Shines Bright: Recognized Among TechReviewer.co Top 100 iOS App Development Companies
- DigiTrends is ranked as one of the TOP reviewed IT Services companies by the Manifest
- Recognized as the Most Reviewed Company by Manifest
- Acknowledged as a Top-rated IT Company by Clutch
- Ranked as a Leading Software Company by GoodFirms
- Top Design Company as Recognized by DesignRush
- Distinguished as a Top Software Development Company by Techbehemoths



# DigiTrends

## Ready to Innovate? Step into the future with us!

At DigiTrends Arabia, our mission is not only to enlighten but also to empower. Our suite of Transformative products redefines innovation in financial services, propelling your journey toward the pinnacle of financial advancement. As the fintech landscape continues to evolve, we stand ready to illuminate the path ahead connecting you with the trends and voices shaping the future of finance. We appreciate your companionship on this path. Stay curious, stay informed, and stay ahead in the fintech revolution with us.



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