

Design & Implementation of a Digital Business Platform for EFG Hermes

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Introducing valU – Designed to Tap Greenfield Businesses

Design and Implementation of an Innovative Digital Platform for EFG Hermes

Executive Summary

EFG Hermes, one of the large investment and private equity banks in Egypt with operations across 7 countries, ventured into a greenfield business of providing installment options for customers at the point of sale. EFG Hermes partnered with JMR to work out a technology solution to enable this new business. JMR Infotech designed, architected and implemented **valU**, a path breaking new business process of “Lending at Point of Sale”, in Egypt.

valU, is a digital platform, where customers can browse through various products and services and avail pre-approved, instant credit or installment options to complete the purchases.

Key Highlights of the Project in the first 12 Months of Implementation

EGP **125 million** worth loans disbursed

15,000 new customers

220+ vendor partners

500+ brands

Business Challenge

- New business was venture by EFG to finance white goods for consumers
- Generate additional revenues and increase customer base in Egypt Market
- This initiation was due to changes / need in Egypt Market

JMR Solution

This was a brand new challenge and solution was customized to address the requirements of EFG and Egypt market.

The solution is combination comprises of LOS, LMS and Collection. Open source technologies were used to develop the solution along with Mobile App development in Android and iOS platforms. Technologies used are Java, Spring, Hibernate and the solution is platform and database agnostic.

Key Results and Return on Investment

EFG launched the consumer finance solution valU in Egypt Market. This solution is widely accepted and used in Egypt Market. More than 300 vendors are on-boarded. Using this solution EFG was able to integrate with external e-commerce vendors and it allows direct online purchase from merchants/vendors.