

SOFTFINANÇA RENEWS STRATEGY TO PROVIDE THE BEST SOLUTIONS FOR ITS CLIENTS' BUSINESSES

New product lines aligned with the priorities of the banking business and strategic partnerships. Vision for the future includes a strong focus on internationalization.

SoftFinança, a leading national enterprise in self-service solutions, is announcing its new offer, strategy and corporate image. To structure this new offer, the company relied on its experience of over 20 years in the service of the main national financial institutions, as well as strategic clients in international markets, to identify the main challenges and needs they face in the market, at a time of an important transformation in business models. SoftFinança's product line is thus entirely aligned with the new business priorities of the financial sector, responding to their current and future needs.

As part of this change, SoftFinança has also signed a partnership deal with SAP, which allows the former to provide an integrated offer for its Clients' main areas of activity and to complete the network of partnerships defined as priorities for the company's sustained growth. Last but by no means least, the company will be reinforcing its strategic focus on the development of a presence in international markets, benefiting from its experience in projects already carried out in Portuguese speaking countries.

In order to embody this new strategic positioning, SoftFinança also renewed its image and brand. The new SoftFinança defines itself as a smart software company, capable of expediting and boosting the relationship with the customer, making it more practical, simpler and more effective.

"Market leadership can only be achieved through continuous innovation. SoftFinança was founded in 1990, focusing on the finance sector and implementing projects for distribution and customer relationship channels", says Jorge Carvalho, SoftFinança's CEO.

"With the profound change we are revealing today, we intend to reinforce our main priority – the close relationship with our Clients and the alignment with their business priorities. As the result of a process begun earlier, we will also make a very ambitious bet on growth in emerging international markets, in which the experience and profound knowledge of the sector by SoftFinança teams is a skill of great value perceived by Clients" he concludes.

THE NEW SOFTFINANÇA

The finance and insurance sector is facing a profound change in three fundamental aspects of its activity and strategic positioning. On the one hand, an increasingly digital and globalized economy and society imply a greater personalization and a relationship based on an actual knowledge clients' needs throughout their life cycle.

On the other hand, and taking into account the sector's relevance in the economy of each country as well as on a global scale, the sector's entities are supervised continuously, in depth and with rigour, originating more detailed and complex compliance processes.

Finally, considering the two strategic pillars referred before – supervision and personalization of products/offers –, the governance model within organizations is also undergoing change, grounded in strategic management as an internal process based on agility, scalability and control.

As such, SoftFinança has structured its offer so as to reflect the Financial Institutions' Information Systems Architecture:

CUSTOMER RELATIONSHIP

Solutions to respond to relationship marketing and client and channel segmentation needs;

INTEGRATION

Through internal integration systems (applications under client management) or external integration systems (partner and client applications and services);

CORE,

For Client, product, card and financial market management;

ADMINISTRATIVE SUPPORT

To respond to administrative, financial, human capital, supplier and asset management;

MANAGEMENT

Aggregating planning, monitoring and continuous revision.

A NEW CYCLE OF GROWTH AND INTERNATIONALIZATION

With this change, the new SoftFinança completes a transformation process, going from a company developing customised projects to a company that engineers its own products, with clear values of rigour, professionalism and continuous innovation.

As part of its strategic plan, and together with this new definition of its product line, SoftFinança has identified a group of priority international markets where it has gradually begun developing relevant technological projects.

The priority markets primarily identified are, apart from Portugal, Angola, São Tomé and Príncipe, Cabo Verde, East Timor and Mozambique.

Among the most recent projects developed on an international level, the highlight goes to the recent implementation of the national automated payments system in São Tomé and Príncipe, a comprehensive project that proved to be a clear acknowledgement of SoftFinança's teams' quality and professionalism.