



**Press Release**

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20 October 2011

### **AmBank wins the SGAM ICT Awards 2011-Enterprise Business Excellence Category**

AmBank (M) Bhd (AmBank) recently received the Enterprise eBusiness Excellence Award in the recent SHARE/GUIDE Association (MALAYSIA) (SGAM) ICT Awards 2011. The award recognises AmBank's commitment in providing an improved, more secured and seamless eBanking experience for customers with the introduction of an enhanced Internet/Mobile Banking service.

The SGAM is an IT Users Group and a non-profit association. SGAM serves as a forum for IT users to network and exchange information and best practices. Every year, the SGAM ICT Awards acknowledges and recognises the tremendous creativity and effectiveness of the ICT solutions that companies have put in place.

The enhancement focused on removing "Pain Points" or hindrances to the adoption of eBanking services. Customers are able to use ATM cards and ATM PINs or credit cards and Telephone PINs (TPIN) to sign up for the eBanking services. Secondly, the system was modified to enable mobile devices such as iPads and smart phones to register for eBanking services. Finally, with the implementation of a security image at the eBanking login page, customers have an extra layer of protection from phishing/ scam sites.

Datuk Mohamed Azmi Mahmood, Managing Director, Retail Banking said, "We are proud to receive this award and be recognised by the industry for our innovative solutions in providing better customer experience. AmBank's strategy is to grow its main bank customers and one of the pillars of this strategy was to convert more existing customers to eBanking services for their transactional needs. As a result of the enhancements, AmBank has doubled and even tripled

the number of sign-ups and utilisation for eBanking services.” He further said, “The increase in utilisation raises the prospect of customers choosing AmBank as their main bank whereby AmBank meets all their transactional needs.”

Last year, AmBank also bagged the SGAM ICT Award for Enterprise Security Excellence for its wireless automated teller machines (ATMs).

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From Left to Right: Mr Michael Goh Seng Kim (General Manager, Channels & Contact Centre, AmBank (M) Berhad, Ms. Ng Wan Peng (Chief Operating Officer, Multimedia Development Corporation) and Mr. Thomas Ng (Chairman, SGAM) at the awards ceremony.