



FFS

Software Solutions
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Bridging the Gap between Transactional
Systems and Customer Interactions

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FFS DigiXP – Revolutionizing Digital Customer Experience for a Connected World

Bridging the Gap Between Transactional Systems & Customer Interactions
Transforming Digital Engagement with Seamless Integration & Innovation

Overview:

DigiXP is a next-generation **unified digital experience platform (DXP)** designed to integrate **transactional systems with customer interaction platforms** into a cohesive, seamless experience. It offers **scalability, flexibility, and security**, making it the ideal choice for organizations looking to optimize **customer experience, automation, and digital transformation**.

 <p>Multi-Entity Support entity from the same instant with its locale of language, host, ...</p>	 <p>API Based All platform services accessible via secure API connection</p>	 <p>Tech Neutral Independent from technological infrastructure (OS, DB, HW, etc.)</p>	 <p>Microservice Equipped with many engines that evolve independently</p>	 <p>Reactive Asynchronous, non blocking architect to enjoy computing resources</p>
 <p>Cloud Designed to run as public or private cloud to connect & scale your services</p>	 <p>Web Apps Build responsive single page apps connected to data store fast & secure</p>	 <p>Serverless Give your flexibility. Scale on demand and scale to zero when no demand</p>	 <p>Event Driven Integrating with your application, can respond to a CX event</p>	 <p>Batch Schedule Can scheduled automated job to process data at specified time</p>

Key Features:

1. Omni-Channel Digital Solution:

- Secure and personalized access to information and applications.
- Supports end-to-end business operations across websites, portals, mobile, and other digital experiences.

2. Customer Experience-Enabled Platform:



- Real-time, tailored experiences consistent across all touchpoint's consumer, corporate, and merchant portals, as well as mobile applications.
- Designed to optimize engagement at every digital.
- Unified control panel with eCare application for digital service setup and configuration.

3. Fast Deployment & Customizable:

- Low-code framework ensures quick time-to-market.
- Technology-neutral design with cloud deployment and Web 2.0 support.

4. Presentation Layer Management:

- Customizes user experience based on roles, security privileges, and individual preferences.
- Integrates content management, search and navigation, personalization, integration and aggregation, collaboration, workflow, analytics, and multichannel support.

5. Micro-Services Architecture:

- API-accessible micro-services for building applications on top of the platform.
- Easily extend functionality with API-driven microservices to adapt to changing business needs.

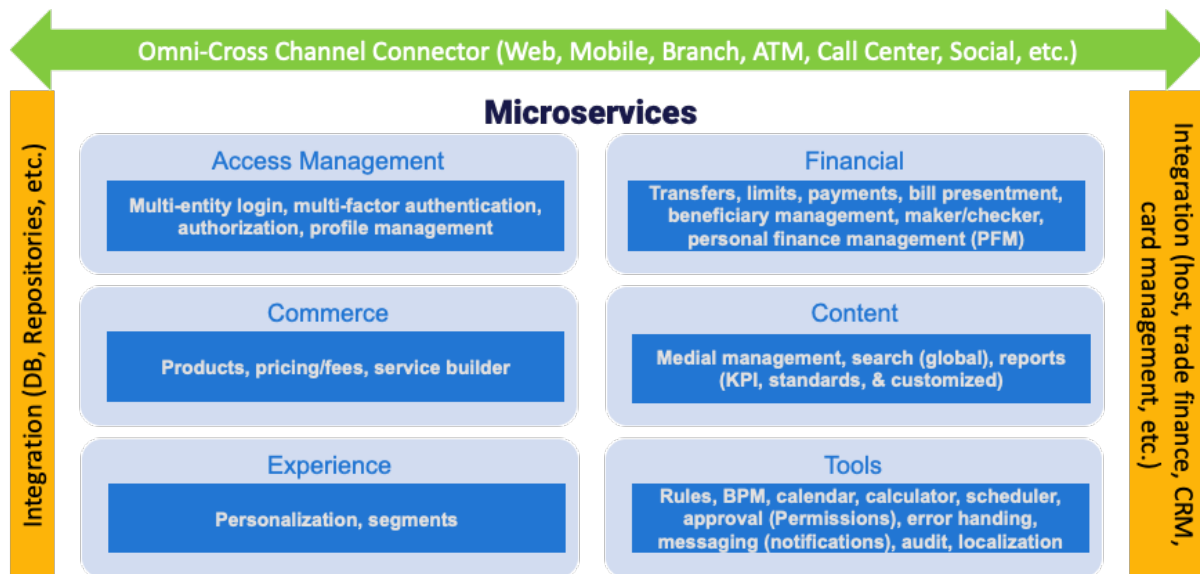
6. RASP Attributes:

- Reliability, Availability, Security, and high Performance.
- Supports multi-entity, multi-currency, multi-country, and multi-language operations.

Ready-to-Use Microservices:

Prebuilt modules for:

- **Security and User Management**
- **Customer Management and Segmentation**
- **Session Management**
- **Content Management**
- **Audit & Compliance**
- **Cron Job Scheduling**
- **Cloud-Ready & Technology Neutral** – Deploy anywhere with flexible configurations.



Key Capabilities:

1. Enhanced Customer Engagement:

- Provides the right product to the right customers at the right time.
- Ensures seamless and consistent multi-channel experiences.

2. Operational Efficiency:

- Streamlines business operations through integration and automation.
- Automates workflows, reducing costs and redundancies.


3. Advanced Analytics:


- Delivers insights for better decision-making and personalized customer interactions.
- Monitors and analyzes customer behavior across all touchpoints.

4. Security and Compliance:

- Ensures high-level security and compliance with industry standards.
- Provides secure access and data protection across all digital interactions.

Who Can Benefit from DigiXP?

 **Banking & Financial Services** – Secure, compliant, and customer-centric digital banking experiences.

 **E-Commerce** – Personalized digital journeys, optimized transactions, and seamless integrations.

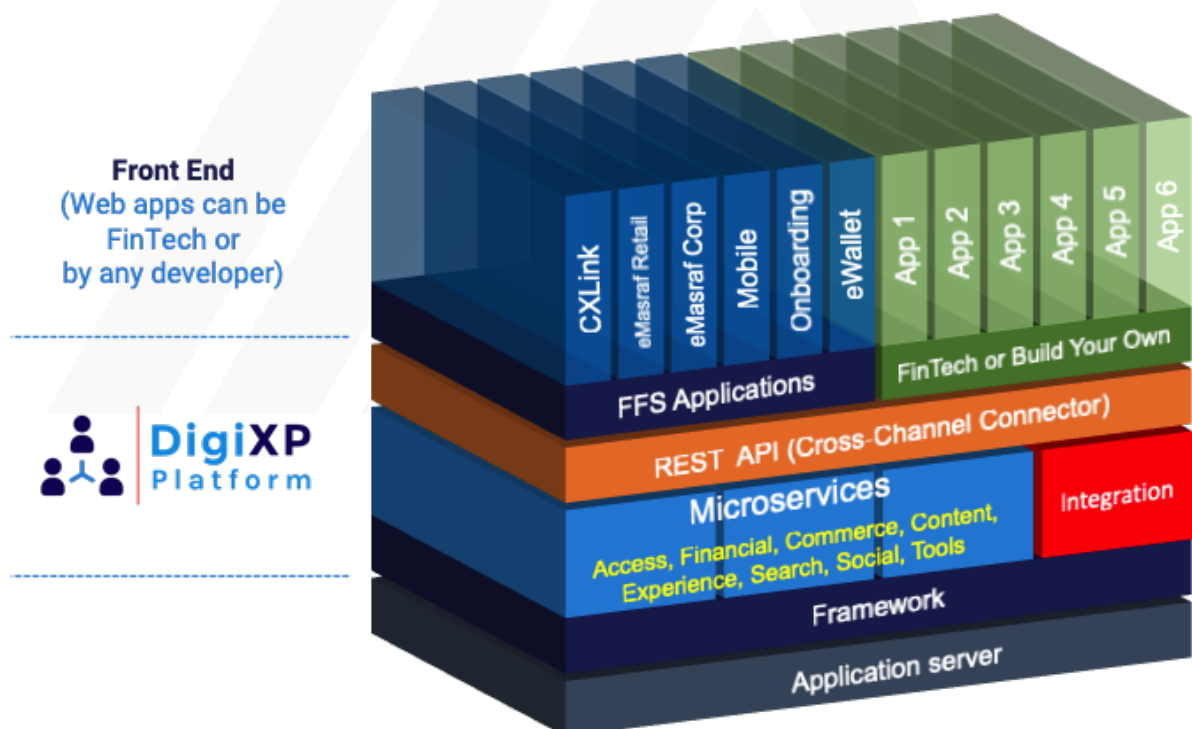


■ **Corporate Portals** – Enhanced collaboration, workflow automation, and unified access to enterprise applications.

📡 **Telecom & Digital Services** – Improved customer engagement, self-service portals, and automated service management.

Why Choose DigiXP?

- **Seamless Integration:** Integrates various digital channels and touchpoints into a unified platform, ensuring a consistent customer experience.
- **Personalized Engagement:** Enhances customer satisfaction through personalized interactions and targeted offerings.
- **Improved Efficiency:** Increases operational efficiency through streamlined processes and automation and boosts ROI.
- **Scalability:** Easily scales to accommodate business growth and changing needs.
- **Enhanced Security:** Provides robust security features to protect customer data and ensure compliance with regulations.



Example Solutions:

- **eMasraf:** A comprehensive solution for various banking requirements, leveraging **DigiXP's** capabilities.
- **CXLink:** An advanced customer experience management platform designed for digital and online businesses.
- **You can build your own application.**

Contact Information:

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