e-finance expands its cloud computing services in Egypt with IBM technology and a hybrid cloud approach

Launching IBM's Power Servers in Egypt through e-finance Services IBM technology to help e-finance reduce floor footprints by 40% and energy consumption by 50%

Cairo, Egypt, November 9, 2022 – Today e-finance, Egypt's national developer of digital payment infrastructures, announced its collaboration with IBM (NYSE: IBM) to grow its digital payment services and enable clients to securely make payments across hybrid cloud environments.

Through this collaboration, e-finance is leveraging the latest IBM Power servers, to upgrade its current infrastructure as a service (IaaS) and streamline business processes to optimize performance.

Currently, many of the e-finance offerings are running on IBM Power10 servers, including electronic payment systems,

government POS management systems, the card management and electronic payment system for “Khales” and more.

Hossam El Gouly, CEO of e-finance stated that: “As we accelerate into the future of fintech, we need the most advanced technology to underpin our ongoing digital transformation efforts to support our public and private sector clients and provide them with the best-in-class services. We are happy to collaborate with IBM and take pride in offering hybrid cloud services in Egypt in our continued efforts to fast-track digital transformation and deliver an industry standard customer experience”.

Designed to help clients operate in a secured, frictionless hybrid cloud experience across their IT infrastructure, the IBM Power E1080 servers will allow e-finance to deliver end-to-end encryption, scale business-critical applications, and accommodate high-performance transactional workloads through its flexible and secured infrastructure offering.

With a renewed focus by clients on improving sustainability, IBM Power10 E1080 servers deliver 33% lower energy consumption for the same workload when compared to the earlier Power E980 generation, and 52% lower energy consumption when comparing the previous generation of Power E880C servers, thus maximizing reliability in a sustainable way.

“As financial organizations progress on their modernization journeys, they need an approach that allows various cloud-based applications to work in concert. IBM infrastructure enables a hybrid cloud approach that offers the needed flexibility, resiliency and sustainability for e-finance to cater to their clients’ demands and accelerate their ongoing digital transformation journey” said Marwa Abbas, General Manager, IBM Egypt.

As part of the collaboration, IBM will also provide e-finance with IBM FlashSystems and IBM Software-Defined Storage (SDS), introducing streamlined administration and operational complexity across on-premises, hybrid cloud, virtualized and containerized environments. By providing advanced compression features that will allow data to be stored on significantly less desks than traditional modules, e-finance will be able to host its customer’s data and workloads more efficiently, reducing its data centers and floor space footprints by up to 40% and its energy consumption by 50%.

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For more information, please visit https://www.ibm.com/it-infrastructure/power

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