

Long term partnerships

Angelo Bertini, Managing Director BPC Middle East and North Africa discusses his role in BPC Banking Technologies



What does BPC do, and what differentiates you from your competitors?

"BPC Banking Technologies is a global developer and provider of an Open System payment solutions suite – SmartVista. We cover every aspect of the payments industry by offering comprehensive technologies ready to adapt to any business need. That's not only about technology itself, but about the attitude to our clients and partners. At BPC Banking Technologies, we know that we can't be successful unless our customers are successful and hence we use two key metrics to help guide our business. The first is our customer retention rate – that is the number of customers who stay with us year after year. The second is absorbing all latest innovations, we localise them for every country and market we are entering as we see payments to be an essential, almost cardiovascular system of the business world. We believe in long term partnership with our customers—our first customer is still with us—and once we enter a market we are committed to that market for the long term. That's, in my opinion, what makes us unique."

What does your day to day job involve?

"The favorite aspect of my job is that no day is like the other. I can be (rarely) in the office or spend my whole day in negotiations. My job involves a lot of traveling and fortunately I get to meet with a lot of interesting people."

Is there a demand for your business in the market at the moment?

"Definitely. First of all, here in the Middle

East we see growing markets combined with the vision to innovate and more importantly we see organisations that have the will to turn those opportunities into reality. In the Middle East we have our regional headquarters in Dubai and recently opened a regional support centre in Jordan. We believe that the best way to support our customers is by staying close to them and that's why we have support teams based in both offices. We are growing strongly across the region – with customers from Algeria to Afghanistan, from Jordan to Ethiopia. Powered by SmartVista's unique combination of functionality and flexibility, our customers include banks such as Jordan Kuwait Bank and International Development Bank for Investment and Islamic Finance (IDB), switches such as Monetique Tunisie and EthSwitch in Ethiopia, and central banks such as Da Afghanistan Bank, the Palestine Monetary Authority and the Central Bank of Iraq. BPC is targeting any organisation that needs a payments solution that enables their business, rather than limits it: fuel retailers, merchants and transport companies."

Do you face much competition in the market?

"The Middle East is regarded as a healthy region in terms of rational competition. Here we see strong global players as well as local ones. But also we find that many companies suffer from being held back by out of date, inflexible, legacy products. They are finding that keeping up with compliance and regulations is taking too long and costing too much. Others are finding that they can't deliver the products and services their customers demand. Organisations

with legacy systems are finding that it is taking too long and costing too much to compete, so they need new solutions. And that's our strong side."

What brought you to Dubai?

"Dubai is a unique business hub of global importance. All types of business are concentrated here and almost all payments flows are run and are operated from here. Dubai is like a model of the whole world – East and West combine here and this enables us, as BPC, to make all our ideas and intentions a reality." **FME**

- 1. Who do you look up to in your career?** My father, even though he was in a different industry, he has taught me from a young age what dedication and commitment means.
- 2. What is your favourite sport to play?** Football.
- 3. What are your hobbies?** Cycling and swimming.
- 4. Read a book, or watch a movie?** The Wolf of Wall Street.