

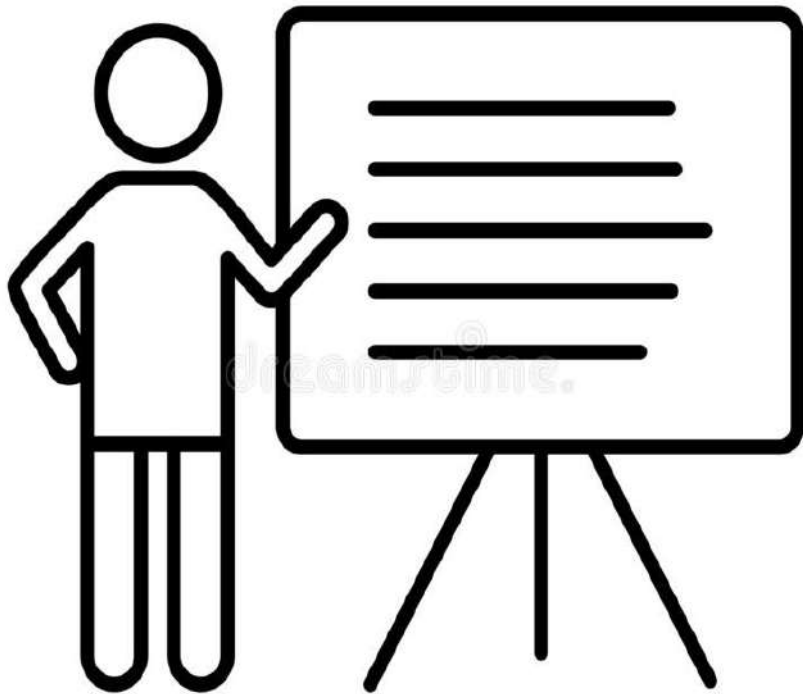


Digitalisation Toolkits for Greater Financial Inclusion Workshop

23rd – 25th June 2024



PRESENTATION OUTLINE



- Overview
- Concept Of Digital Platforms
- Digital Transaction Platforms
- Digital Innovation Platforms
- Digital Hybrid Platforms
- Digital Financial Inclusion

OVERVIEW



Over the past decades, the dissemination of technology and digital infrastructures has opened up new and seemingly unparalleled opportunities for sustained growth and innovation. Markets have become more interconnected, digital products and services have mushroomed around the world, and digital innovations have helped to improve productivity and competitiveness.

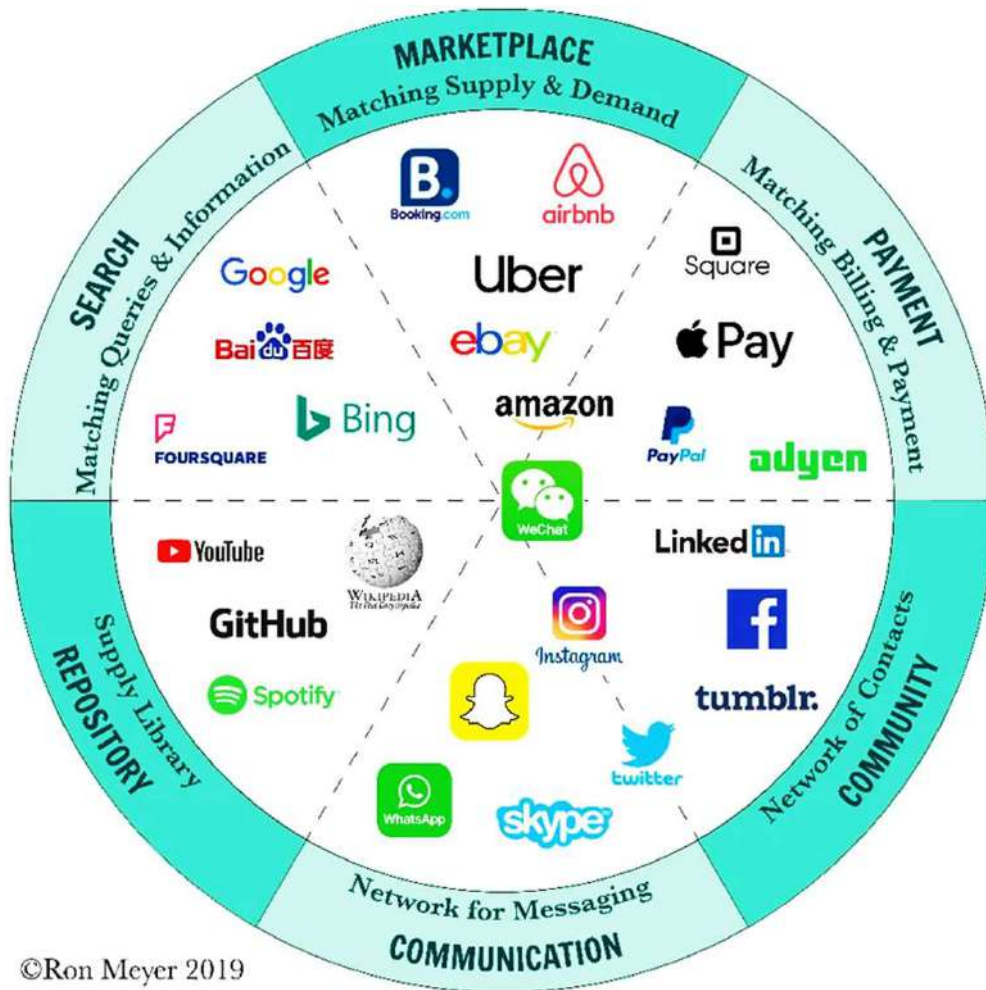
An important objective is therefore to create an environment in which MSMEs are enabled to harness digitalization for productivity growth and greater competitiveness

LEARNING OBJECTIVES

In this lesson, different types of digital platforms are going to be analyzed, and their relevance to your business operations explained.



CONCEPT OF DIGITAL PLATFORMS



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What are Digital Platforms?

A digital platform is a value-creating, digitally enabled ecosystem that combines technologies, processes, applications and people to create and distribute product and services.

It integrates transformation technologies with new disrupting business models that lead to exponential growth, requiring strong adoption of digital technologies and innovation management capabilities.

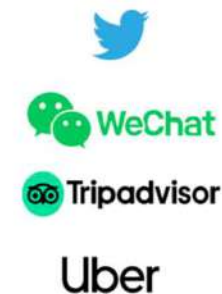
CONCEPT OF DIGITAL PLATFORMS Cont:

In business operations, a lot of data from different sources needs to be collected and processed in information systems for the production of various reports. This happens throughout an organisation. Some reports are generated from data collected at different sources, some data needs to be processed only by specific people, and some reports need to be generated only by specific people. Digital platforms are the most efficient way from data entry to report generation.

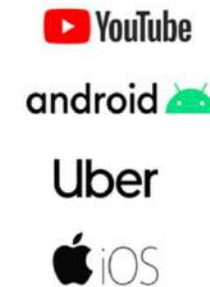
There are three types of digital platforms as :

1. Digital transaction platforms,
2. Digital innovation platforms and
3. Digital hybrid platforms.

Digital Transaction Platforms



Digital Innovation Platforms



Digital Hybrid Platforms





DIGITAL TRANSACTION PLATFORMS



Digital transaction platforms function as intermediaries or online market places that make it possible for people and organizations to share information or to buy, sell or access diverse goods and services. Digital transaction platforms such as Amazon.com, Alibaba and eBay now intermediate a large share of online retail sales.

Digital transaction platforms enable interaction between two or more distinct groups of users, including transactions among firms and/or individuals that may not be able to transact otherwise. The interactions between independent demand-side and supply-side participants enable new forms of value creation characterized by competition and cooperation. Therefore, the global character and volume of digital transaction platforms and their business logic, management models, and critical success indicators fundamentally differ from those of traditional businesses.



CONCEPT OF DIGITAL FINANCIAL INCLUSION



The Financial Inclusion Strategy **(2022-2025)** issued by the **Central Bank of Egypt** is the first report that outlines the scientific methodology followed to measure the level of financial inclusion in Egypt in **terms of access, usage and quality of financial services** with the view of setting targets and a vision for formulating and designing a financial inclusion strategy.



CONCEPT OF DIGITAL FINANCIAL INCLUSION



The Central Bank and Banking Law No. 194 of 2020 defined Financial Inclusion as:

“Availing of various financial products for use by all segments of the society through the formal channels, with adequate quality and cost while protecting the rights of the consumers of these services, which enables them to manage their finances effectively”.

What is Digital Financial Inclusion?

The use of digital financial services to ensure everyone has access to affordable, convenient, and secure financial services.





CONCEPT OF DIGITAL FINANCIAL INCLUSION



The Benefits of Digital Financial Inclusion:

Economic Benefits

- Increases savings and investment
- Stimulates entrepreneurship

Social Benefits

- Empowers women and marginalized groups
- Enhances access to education and health services



CONCEPT OF DIGITAL FINANCIAL INCLUSION



Key Components of Digital Financial Inclusion:

Economic Benefits Digital Financial Services

- Mobile banking, digital payments, e-wallets

Digital Infrastructure

- Internet access, mobile connectivity

Financial Literacy

- Education and awareness programs



CONCEPT OF DIGITAL FINANCIAL INCLUSION



Why it Matters

- Boosts economic growth
- Reduces poverty
- Empowers individuals and businesses



CONCEPT OF DIGITAL FINANCIAL INCLUSION



Discussion:

- How can your organization contribute to digital financial inclusion?
- What partnerships can be formed to enhance outreach?
- What are the potential risks and how can they be mitigated?



DIGITAL TRANSACTION PLATFORMS



A digital transaction platform's value proposition is critical as its economic value is measured in terms of the size base and the number of high quality buyers and sellers using them. The success of a digital transaction platform largely depends on its ability to reach a critical mass of users.

MARKET FUNCTIONS	Aggregation and Distribution: gatekeeping, facilitating discovery, network effects, matching supply and demand
	Transaction Facilitation: enabling exchanges, typically money for goods or services
	Credibility Enhancement: independently certifying qualifications or claims made by suppliers or consumers
	Information Analysis and Advice: collecting or analyzing information about suppliers or consumers
TRANSACTION ARCHETYPES	E-commerce
	Global online work
	Local services
	Asset sharing
	Attention
	Data

DIGITAL INNOVATION PLATFORMS

Digital innovation platforms are ecosystems enabling a network of organizations with complementary competencies to co-innovate new business models that are intrinsically based on information and technology functionality. Particularly, their attention to the duality of information and technology distinguishes them.

They have infrastructure that can be extended or built upon by other firms, and have high degree of scope when the potential innovations from them could apply beyond a single industry to multiple related ones.

	Amazon	eBay	Apple iPhone
Platform Strategy (Business opportunities)	Finding new way to deliver products (Drones, brick-and-mortar stores, Amazon Go...) Creating new devices (Kindle, FireTV, Dash Buttons...) and A.I-based services, IoT Cross platform strategy	Becoming a ubiquitous digital wallet for consumers and merchants around the world, Develop Ayden payment system	Working on new devices, new features and design, new services (iCloud platform, Apple' A.I) Cross platform strategy as a post iPhone strategy IoT
Platform design (Value proposition)	Building new features with and for key partners, Upgrading platform design (platform as a service) Designing for more flexibility, scalability and community engagement	Building new services Taking personalization to the next level using A.I Chatbot shopping assistance Fully integrate Ayden streamlined payment methods	Crafting new products and services (Apple Watch, TV, iCloud platform, Apple' A.I) for existing and new partners Designing new Apple Stores
Platform type	Multi-sided	Multi-sided	Multi-sided



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY

Enterprise Resource Planning (ERP) is a software solution that integrates and manages various business processes and functions within an organization. Its primary function is to streamline and optimize business operations.





UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY

Some common functions of ERP systems in a company;

Integration: ERP systems consolidate data from various departments and functions into a single database. This integration allows for real-time data sharing and eliminates data duplication.

Financial Management: ERP systems help manage financial processes such as accounting, budgeting, and financial reporting. They can handle tasks like accounts payable, accounts receivable, and general ledger management.

Inventory Management: ERP systems help organizations manage their inventory levels efficiently by providing real-time visibility into stock levels, tracking of goods, and automating reorder processes.



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY

Supply Chain Management: Optimize the supply chain by tracking orders, managing vendors, and ensuring the timely delivery of materials and products.

Human Resources Management: Assist in functions like payroll processing, employee records management, and workforce planning.

Customer Relationship Management (CRM): Help organizations manage customer data, sales leads, and customer interactions to improve customer service and sales processes.

Production and Manufacturing: Helps plan and control production processes, manage bills of materials, and optimize manufacturing resources.



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY



Quality Control: Include features for quality control and assurance to ensure products meet specified standards.

Reporting and Analytics: Reporting and analytics tools that allow companies to generate various reports and analyze data to make informed business decisions.

Compliance and Regulatory Reporting: Assist in industry-specific regulations and generate reports required for regulatory purposes.

Workflow Automation: Can automate various business processes, reducing manual data entry and improving efficiency.



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY



Multi-Location Support: Multiple locations or international operations, ERP systems can help centralize operations and provide global visibility.

Security and Access Control: Built-in security features to control access to sensitive data and protect against unauthorized access.



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY



ERP systems aim to improve efficiency, reduce operational costs, enhance decision-making, and provide a holistic view of an organization's processes. Make data-driven decisions to remain competitive in the market. The specific functions and features of an ERP system may vary depending on the software vendor.



UNLOCKING BUSINESS POTENTIAL: HOW ERP TRANSFORMS YOUR COMPANY

Examples of ERP for use:

ERPNext



Sage X3



CBC 1001-Digital Platforms

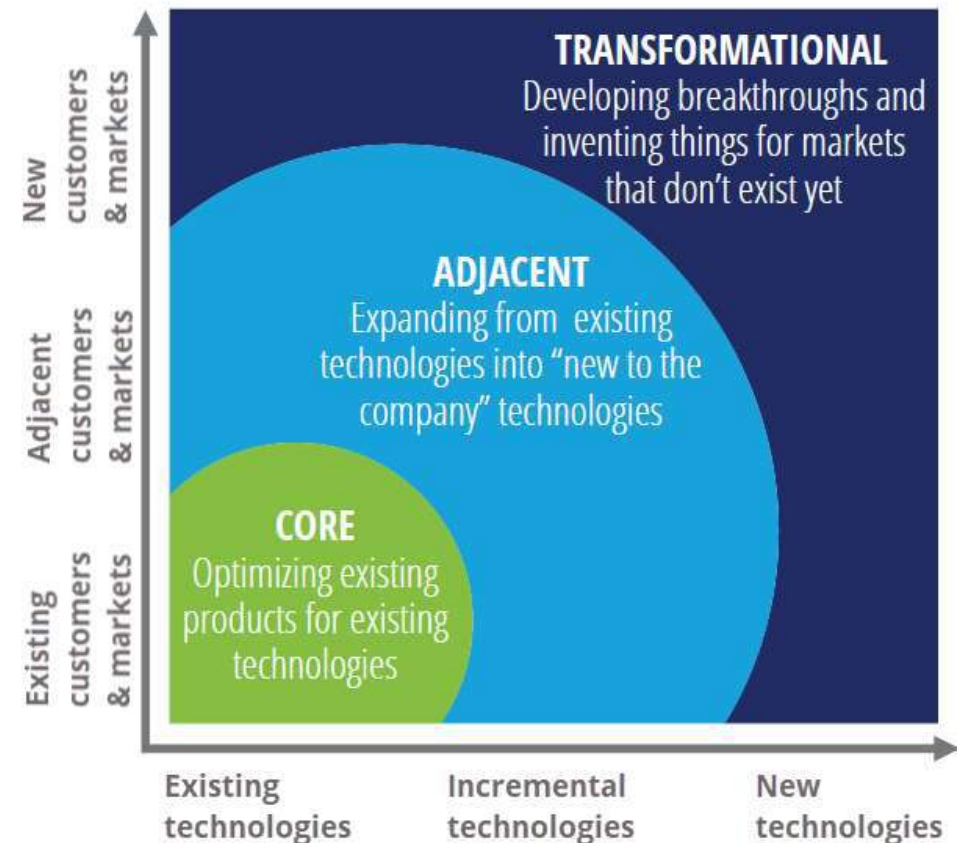
LEADING WITH INNOVATION AND CHANGE

TYPES OF DIGITAL PLATFORMS		DEFINITION	TYPICAL FUNCTIONS	EXAMPLES USED IN AG
TRANSACTION PLATFORMS ¹	Product and service marketplaces	Support interactions for the exchange of products and services between buyers and sellers	Help goods and services markets clear through creating connections between buyers and sellers with enabling communications, payment and fulfillment services	  
	Social networks and communications	Enable communication between Platform users and/or support exchange of information, images, and comments	Primarily facilitate information or data exchange through providing a medium of exchange. Social networks organize users and make it easier for users to find one another	  
	Payment Platforms	Facilitate exchange of payment between different users. Often sector-agnostic and plays an enabling function in transactions within other Platforms	Provide banking and settlement infrastructure to enable users to directly process payments or transfer money	 
	Investment Platforms	Connects investors to investees for equity, loans, or grants	Organizes available capital and funding needs with curation of interactions to help match supply and demand	 
INNOVATION PLATFORMS ²	Content Platforms	Enable users to contribute and consume content through a shared (technological) infrastructure	Provide technological infrastructure for the capturing, dissemination and consumption of information	
	Development Platforms	Provide technology infrastructure that allows consumers to access specific ag-related services and producers to build services, typically apps	Provides technological infrastructure for users, typically app creators, to develop and offer their products to users	 

LEADING WITH INNOVATION AND CHANGE

To bring about change, you need to have a new idea or thought. Creativity, innovation and outside-the-box thinking play a huge role here. Often some of the best ideas can come from the least likely places.

Thus, game changers are constantly disrupting industries leaving traditional firms with no choice than to innovate or cease to exist. A good example, would be a traditional business that processes ordinary maize meal products against a business that produces meal blends and instant meals packaged according to the demographic needs. The innovator company will mostly likely have the competitive edge on the market.





CONCLUSION



Digital platforms are online ecosystems enabling interactions between multiple users. They can be transactional, innovative or both, facilitating innovation and change. Through digital platforms, enterprises can adapt with dynamic forces and remain competitive. Fintech is helping governments quickly and securely reach people with cash transfers and other forms of financial assistance and reach businesses with emergency liquidity.



-END-

Thank You