

Nations Trust Bank bags multiple accolades for digital banking innovation at FITIS Digital Excellence Awards 2023

Nations Trust Bank PLC clinched five awards for its leadership in digital banking at the FITIS Digital Excellence Awards and Conclave 2023, organised by the Federation of Information Technology Industry Sri Lanka (FITIS), the apex body for the ICT industry in Sri Lanka.

Nations Direct Mobile and Online Banking platform triumphed with gold in the Consumer Digital Engagement category, won two Silver awards for Omni Channel Experience and Innovative Digital Service, and another Silver award for FriMi, the effortless digital banking, payment and lifestyle partner by Nations Trust Bank under the Digital Marketing Strategy category. The Bank also secured the Bronze Award for Customer-centric Process

Automation for its Digital self-onboarding and DRP automation platform.

Elaborating on the achievements, Nations Trust Bank, Senior Vice President Digital Banking and Acquisitions, Randil Boteju said, "Nations Trust Bank embarked on digitalisation very early in the digital banking sphere. It is our data-driven insights that demonstrated the evolution of the banking industry in Sri Lanka. The accolades that we received at the FITIS Digital Excellence Awards are a true testament to the digital strategy and digital transformation across all levels at Nations Trust Bank. We have created a digital ecosystem with robust products and services to help meet current and future demands. And therefore, we have a digital-ready workforce that is adept at technology

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Highlighting the theme, 'A Digitally Transformed Sri Lanka', the FITIS Digital Excellence Awards honoured the achievements of organisations that successfully planned and executed digital transformation through migrating enterprises from Industry 3.0 to 4.0. A high level of transparency and impartiality was maintained throughout the evaluation process with each nomination reviewed and

validated using a multi-tiered process, and assessed by a panel of independent judges comprising local and international experts in the industry, thought leaders, veterans and academia.

The Federation of Information Technology Industry Sri Lanka (FITIS) ensures the award categories and selection criteria at the Digital Excellence Awards are aligned to reflect today's most critical areas in business transformation.

Nations Trust Bank PLC serves a diverse

range of customers across Consumer, Commercial and Corporate segments through an island wide network of 96 branches.

The bank is focused on digital empowerment through cutting-edge digital banking technologies, and pioneered FriMi, Sri Lanka's leading digital banking experience. Nations Trust Bank PLC is an issuer and sole acquirer of American Express Cards in Sri Lanka with market leadership in the premium segments.



NATIONS TRUST BANK SWEEPS 5 PRESTIGIOUS AWARDS AT FITIS

We are proud to reaffirm our leadership in the digital sphere with the accolades received at the FITIS Digital Excellence Awards as the most awarded bank of the night, bagging 5 awards led by a Gold in the 'Consumer Digital Engagement' category. This achievement was made possible by our team, our partners, our stakeholders and most of all, our valued customers who have played a vital role in co-creating the Nations Trust digital banking ecosystem. These awards are yours. Congratulations!

- 🏆 Gold Winner 2023 – Consumer Digital Engagement
- 🏆 Silver Winner 2023 – Omni Channel Experience
- 🏆 Silver Winner 2023 – Innovative digital Service
- 🏆 Silver Winner 2023 – Digital Marketing Strategy – FriMi
- 🏆 Bronze Winner 2023 – Customer Centric Process Automation



FITIS Digital Excellence Awards 2023 Winners

NATIONS TRUST BANK PLC



Consumer Digital Engagement - Gold



Digital Marketing Strategy - Silver



Innovative Digital Service - Silver



Omni Channel Experience - Silver

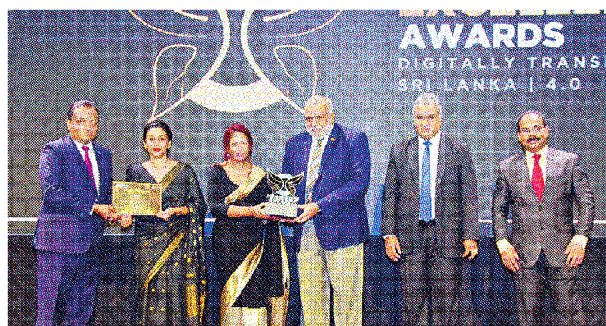


Customer Centric Process Automation - Bronze

DIGITAL X (PVT) LTD



Born Digital Organization - Silver



D P INFOTECH (PVT) LTD



Consumer Digital Engagement - Bronze

DAVID PIERIS HOLDINGS (PVT) LTD - PEARL BAY

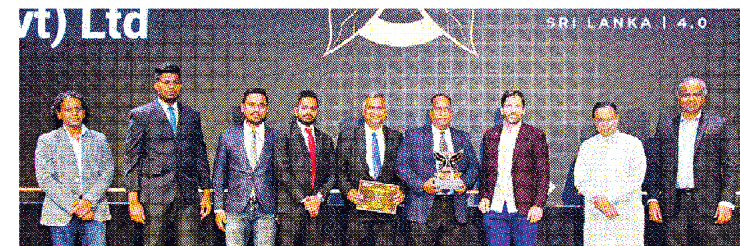


Omni Channel Experience - Bronze

ACCENTURA (PVT) LTD

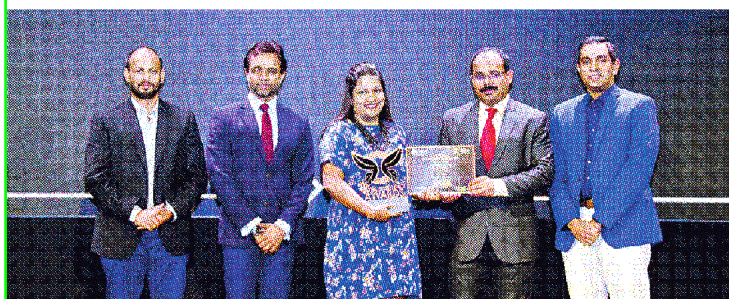


Digital Workplace Initiative - Bronze



Workforce Enablement - Bronze

ADVENTA HOLDINGS (PVT) LTD



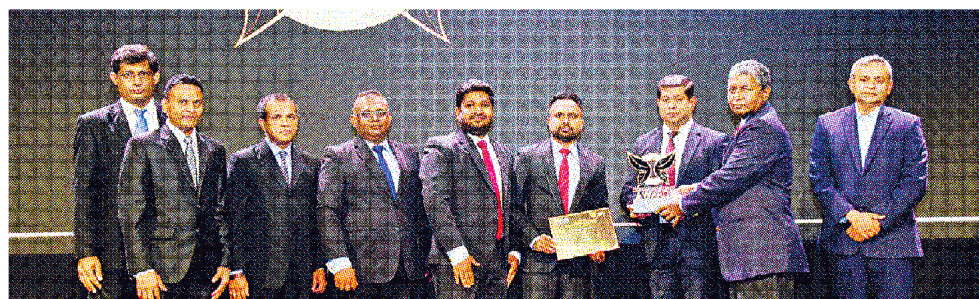
Connected Product Service - Bronze

ADVOCATA INSTITUTE



Partner Digital Engagement - Merit

AIA INSURANCE LANKA LTD



Use of Data & Insight - Bronze

BROWNS & COMPANY PLC

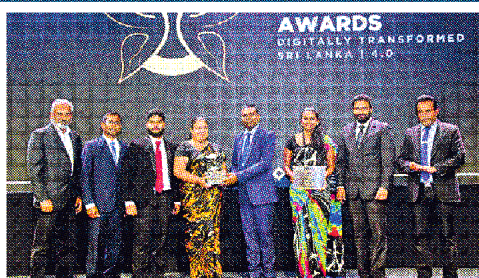


Digital Workplace Initiative - Merit

COMMERCIAL BANK OF CEYLON PLC



Customer Centric Process Automation - Merit



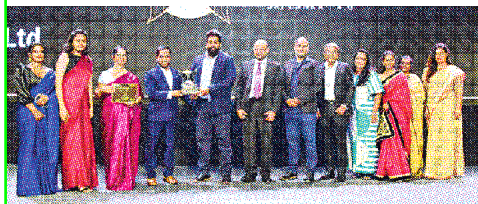
Digital Marketing Strategy - Merit

DFCC BANK PLC



Connected Product & Service - Merit

ECO TREATS TOURISM (PVT) LTD



Business Model Innovations - Merit

ELECTION COMMISSION OF SRI LANKA



Public Digital Service - Merit

HELA APPAREL HOLDINGS (PVT) LTD



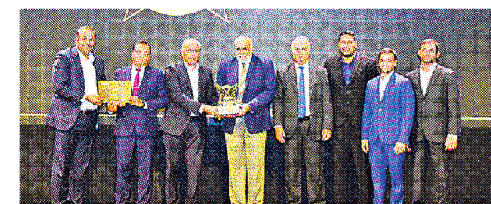
Connected Partner Ecosystems - Merit

JAT HOLDINGS PLC



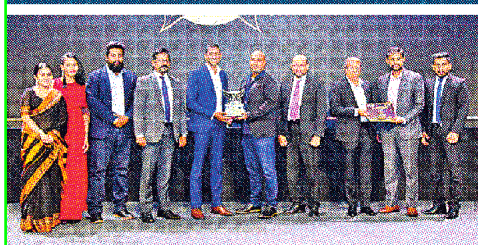
Use of Data & Insight - Bronze

MIDAS SAFETY LANKA (PVT) LTD

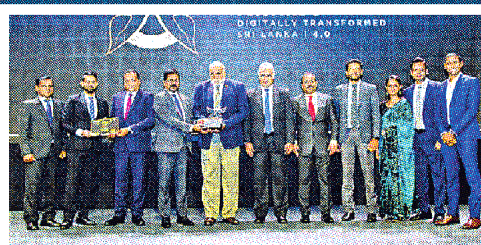


Innovative Digital Service - Gold

LB FINANCE PLC



Business Model Innovation - Silver



Innovative Digital Service - Bronze

NATIONAL SAVINGS BANK



Public Digital Service - Silver

OKLO PRIVATE LTD



Consumer Digital Engagement - Silver

D P Infotech wins at Digital Excellence Awards 2023

The IT arm of the David Pieris Group of Companies, D P Infotech (Pvt) Ltd (DPIN) bagged two Bronze Awards at the “Digital Excellence Awards” organized by the Federation of IT Industry Sri Lanka (FITIS) at the Shangri-La Colombo on 28 February 2023.

DPIN was conferred the two bronze awards for “Omni Channel Experience” and “Best Consumer Digital Engagement” in the Corporate IT Award Category. The awards were for the end-to-end platform designed and created for Pearl Bay @ Bandaragama. Pearl Bay – a unique leisure offering brings together Sri Lanka’s first water park built and certified to European Health and Safety Standards and a FIA/CIK certified leisure and professional karting track.

This digital platform was the brainchild of the Pearl Bay Business Team and the DPIN Team. It enabled the park to achieve its goals through visibility of entire park operations and encompassed a seamless customer journey on Omni Channels such as social media, web, cashier points

(POS), self-service kiosks, locker management, etc. as well as a Digital E-Wallet and QR Wristband - which provides a unique access and cashless payment mechanism for customers.

The project was developed on a “Digital First, Cloud First and Customer First” approach to be a future proof next generation system. The entire process of strategizing, R&D, architecting, developing, and launch took nearly 20 months and was led and managed by DPIN.

Speaking about the success of the project, Jayaraj Sayanthan, David Pieris Group Chief Information Officer stated, “The David Pieris Group is constantly embarking on digital first, cloud first and customer first approach on the new initiatives and always embrace on latest trending technologies such as Cloud Technologies, Data Analytics, Artificial Intelligence, Automation, etc.”

The technology pillar of the David Pieris Group, DPIN is an ICT and software services provider offering cutting edge technology solutions and services which are economical and practical at the same time. Established



DPIN and Pearl Bay Team

initially to support the Group, the Company has since extended their services to external customers supporting their digitalization, digitization and digital transformation.

With several decades of experience and a highly skilled staff, DPIN specializes in IT Managed Services, Cloud Enablement, Cyber Security Management, IT Consultancy and

Enterprise Application Development.

Pearl Bay at Bandaragama is owned and operated by David Pieris Racing & Leisure (Pvt) Ltd and David Pieris Leisure (Pvt) Ltd and has four key

zones, SplashBay (water slides), SpeedBay (leisure karting), TargetBay (a rifle shooting range) and YumBay (restaurants) as well as relaxation and activity areas for the entire family.

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PERADENIYA HOSPITAL



Public Digital Service - Merit

STRETCHLINE (PVT) LTD



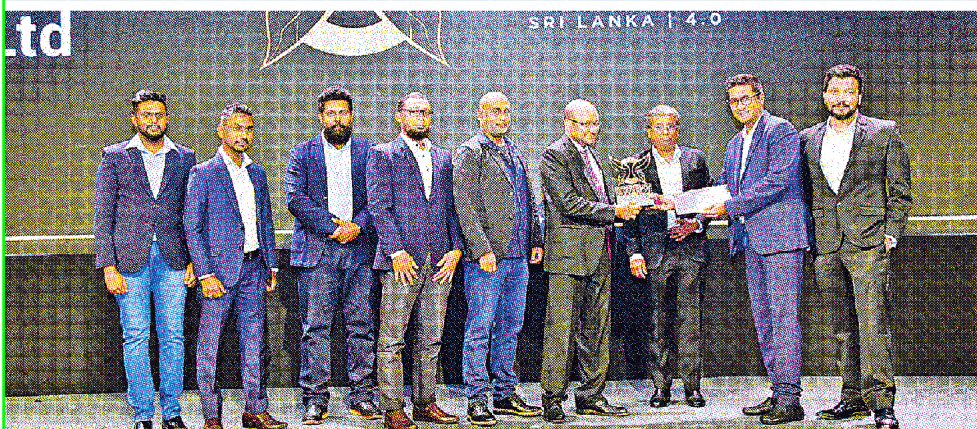
Workforce Enablement - Gold

THE PROVINCIAL DEPARTMENT OF EDUCATION SABARAGAMUWA



Public Digital Service - Merit

WEBXPAY (PVT) LTD

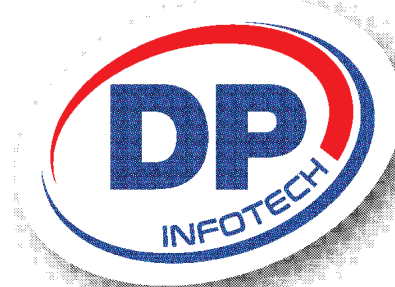


Business Model Innovation - Bronze

Special edition coordinated by Chameen Dayarathne



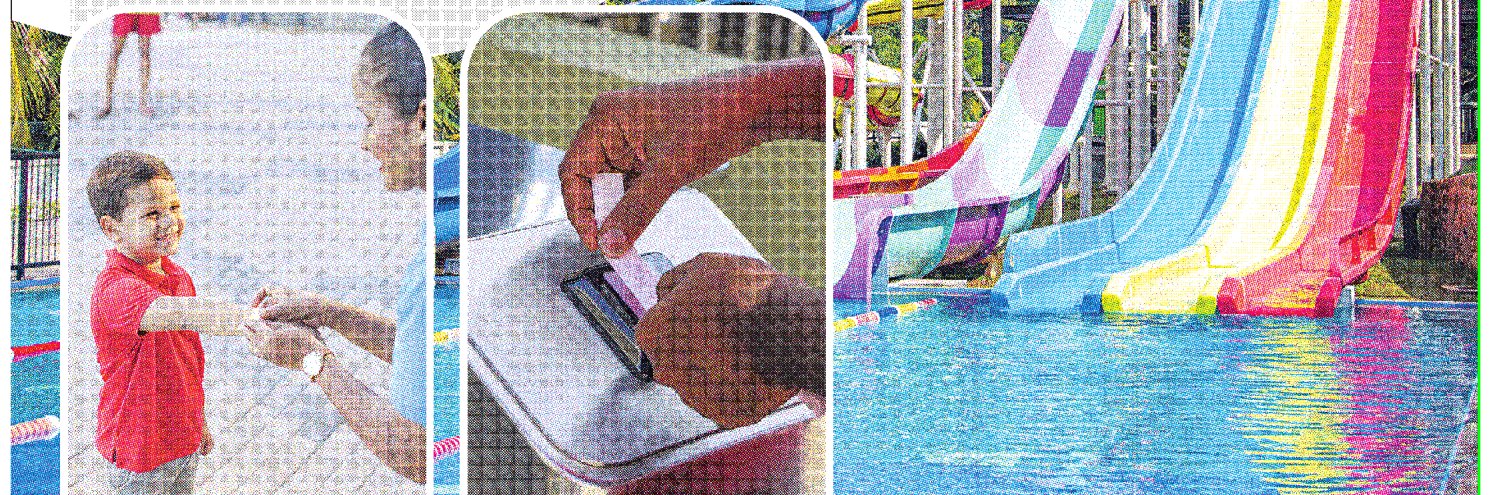
SALUTING OUR PARTNER



D P INFOTECH (PRIVATE) LIMITED



Congratulations on winning Bronze for both the “Omni Channel Experience” and “Best Consumer Digital Engagement” categories in the Corporate IT Award Category; for the digital platform created for the Pearl Bay waterpark and go-karting operations.





DIGITAL EXCELLENCE AWARDS
DIGITALLY TRANSFORMED SRI LANKA | 4.0

ADSTUDIO.CLOUD bags Silver at FITIS Digital Excellence Awards Ceremony 2023



ADSTUDIO.CLOUD won the silver award in the "Born Digital Organization" category at the Digital Excellence Awards organized by the Federation of Information Technology Industry of Sri Lanka (FITIS) held on 28th February 2023 at Shangri-La Hotel Colombo.

ADSTUDIO.CLOUD was the only recipient to win an award in this category of "Born Digital Organization" which recognizes and rewards completely new type of companies that base its strategy on larger phenomenon of digitalization and all the core activities of the value chain are digitized

or coordinated by digital technologies at inception or soon after. The assessment criteria are chiefly based on Exponential Quotient (Exq) which used to understand the state and characteristics of an organization, based on what level these exponential characteristics are adopted by an organization.

Being the pioneer in Sri Lanka to conceptualize and implement a 100% local Programmatic Advertising platform, ADSTUDIO.CLOUD has been able to assist the corporate clientele to achieve maximum ROI in their digital advertising campaigns. Obviously,

the company is a 360-degree solutions provider with more value-added services including online PR dissemination, Web Banner creation, Direct Placements and SEO with a dedicated internal team for assistance. With a 100% local clientele and a publisher base ADSTUDIO.CLOUD is futuristic on its vision to achieve a fully fledged Programmatic Advertising platform to be the number 01 Programmatic Advertising platform in Asia. The management of ADSTUDIO.CLOUD adds that this award is a testament to our continuous commitment to adopt new technologies and best practices into the programmatic advertising ecosystem in Sri Lanka while unleashing the maximum potential of company human resources while empowering the digital entrepreneurship community in Sri Lanka at large.

ADSTUDIO.CLOUD was also the Programmatic Advertising partner of the event and was able to successfully publicize the event through the publisher platform.

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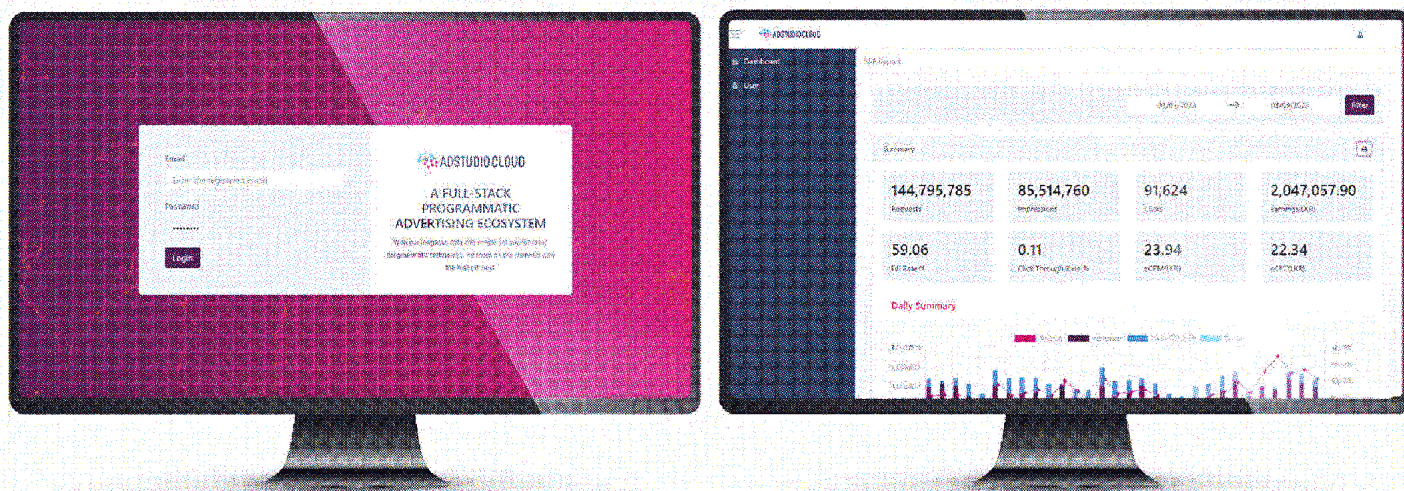


(From L to R) Thilanka Beliketimulla - Assistant Vice President, Jayomi Lokuliyana - CEO/Co-Founder, Rakeeb Rizwan - Assistant Manager - Campaign Management

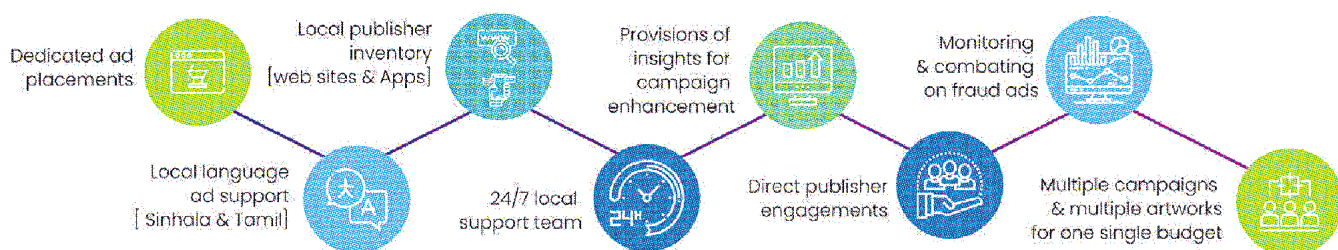
Go Programmatic TODAY

What is Programmatic Advertising?

Programmatic advertising is an automated process of buying and selling ad placements through software which involves making decisions about increasing or decreasing bids for specific ads and placing/putting the most relevant ad in front of the target audience. Programmatic integrates data and technology to efficiently and intelligently manage digital advertising



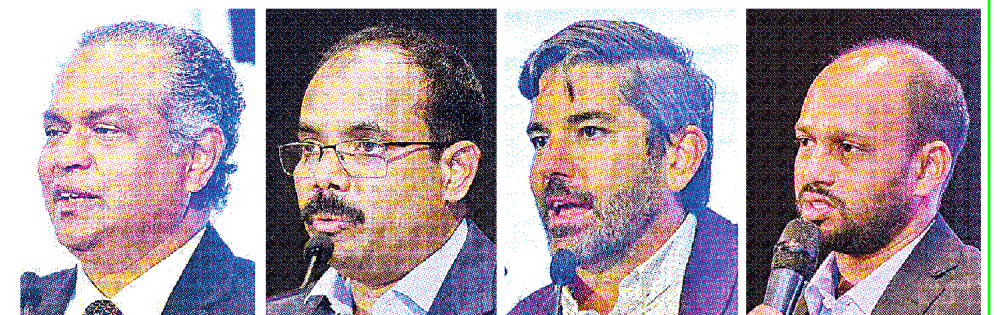
Why select ADSTUDIO.CLOUD for Programmatic Advertising?



For more inquiries



www.adstudio.cloud



Digital Leaders Conclave 2023 Concludes on a high fueling the growth of Exponential Organizations through Digital Transformation

The Federation of Information Technology Industry Sri Lanka (FITIS) the apex body for the Information and Communications Technology (ICT) industry in Sri Lanka - Software Chapter formally known as the Sri Lanka Association for the Software Industry (SLASI) successfully concluded the FITIS Digital Leaders Conclave for the second consecutive year in Colombo on Tuesday, February 28th, 2023 at the Shangri-La Hotel, Colombo.

FITIS is the apex body of the ICT sector in the country covering all spheres end to end namely ICT Infrastructure, Software, Training and Education, Communications, Digital Services, Professional Services, Independent Consultants and Office Automation. A key mandate of FITIS is to lead and drive digital transformation in Sri Lanka, to aid in its move towards being a fully-fledged Digital Economy by encouraging the private and public sector organizations and citizens alike towards digitization to aid in digitally maturing our Nation.

The Digital Leaders Conclave 2023 attracted over 200 plus C-level invites namely Chairmen, Directors, CxO's and next generation IT leaders who attended the conference, who were looking at exploring a myriad of new and revolutionary business opportunities available across the highly competitive ICT landscape, both here and abroad. The event also encompassed a technology roadshow showcasing FITIS members products and solutions, which necessitated great interest and B2B match making, technology presentations by technocrats, panel discussions, fireside chats etc. capped together in the evening with the Digital Excellence Awards Night thus consisted of full day of events lined up, drawing in on insights from all participants which indeed was a great leave way with respect to digital transformation and Exponential Organizations (ExO's).

The Conclave was titled, "Exponential Growth through Digital Transformation- Focus, Fix, Future - Prof : A Guide for CxO's" this year, whilst the event featured a star-studded line up of speakers both of local and international fame,

all geared to inspire and guide enterprises to become Exponential Organizations. The Speakers namely Salim Ismail and Kevin Allen from Open EXO, Navin Dias from WS02 shared their insights, success stories and pragmatic approaches in spearheading transformational change to sustain and grow businesses in today's disrupted world. They focused on how digital transformation can support Sri Lanka's long-term vision of building a knowledge-based Digital Economy.

"Any company designed for success in the 20th century is doomed to failure in the 21st century. The challenges we are facing from climate changes to the pandemic and economic crisis cannot be addressed through linear thinking. Exponential solutions are required to solve these global challenges and the infrastructure challenges that we have." The keynote speaker for the event Mr. Salim Ismail, Author of the bestselling book - Exponential Organizations enunciated therein. Further did share his experience, insights and practical scenarios in the journey of becoming an Exponential Organization.

"FITIS is proud to organize Digital Excellence Awards and Conclave for the second time, a very timely initiative to recognize the enterprises for their efforts on their digital transformation journey," said Dr. Prasad Samarasinghe, Chairman of FITIS which has a membership of over 300 ICT organizations covering various areas of business.

Further reiterated that "Widespread adoption of digital technologies will no doubt lead to higher productivity and higher exports, which is imperative as Sri Lanka looks to export its services and products overseas, in a bid to attract more foreign exchange. This initiative aligns well with Sri Lanka's vision of driving the Digital Economy and we invite all organizations to partner with us in making Sri Lanka's digital economy a success".

FITIS The Digital Leaders Conclave and Awards will be the perfect platform for professionals from multiple sectors to kickstart this discussion, and thereby contribute

effectively towards helping Sri Lanka reach this goal.

President of the FITIS software chapter and the Chairman of the Digital Leaders Conclave and Digital Excellence Awards, Mr. Fairouz Habeeb stated that "new breed of organizations have emerged in the recent past who is able to scale and generate value at an accelerating pace. These organizations are performing at a level never seen before and are challenging the core of established norms of growth. Therefore, as much as we must focus our attention on harnessing the powers of innovation and continuing to promote a national digitalization implementation strategy, it is paramount that we also set stage for transforming the enterprises towards exponential growth."

"With the onset of the Fourth Industrial Revolution, businesses and Governments have embraced technology and digitalization to become more efficient and sustainable. At the Government level, we have developed an ambitious plan to become digitally smarter. Therefore, professionals and entrepreneurs must innovate, embrace disruption and be the disruptors if we are to create new markets, and succeed in it", said Prof. Malik Ranasinghe, Chairman of ICTA. "In times of unfathomable challenges, no matter how dark the tunnel is, we must learn to keep the light shining and not lose hope. It is imperative that we encourage, value, and celebrate the brilliant IT companies and professionals in Sri Lanka."

The Gold Sponsor of the Digital Leaders Conclave and Awards were WS02, BPC Banking, Silver Sponsor were Dialog TV, whilst the ICTA Agency Sri Lanka and EDB came in as National Partners. EY and Open ExO joined in as Knowledge partners. Further number of leading companies joined in as service partners namely, Textware (as messaging partner), ADSTUDIO CLOUD (as programmatic partner), SLASH TEC LABS (as online solutions partner) and leading professional bodies in the country namely CSSL, BCS, SLASSCOM, CIMA and CFA as Eco-system partners.