

Tamam Financing's digital transformation journey with Azentio

80%

Reduction in campaign launch turnaround time

100%

Elimination of dependency on onboarding system for credit rule changes

50%

Increment in application inception within 2 months of go-live, expected to rise further

Tamam Financing is a digital first microfinance provider and a direct subsidiary of the Zain KSA, a foremost telecom operator within the MENA region. Licensed by the Saudi Central Bank (SAMA) in 2019, Tamam Financing quickly grew to be an important enabler of Saudi Arabian financial inclusion. As one of the pioneering microfinanciers, it offers Shari'ah-compliant fully digital loans to underbanked individuals via an intuitive, paperless, mobile-first experience.

Customer highlight

- **Pioneering digital microfinance:** First institution in the Kingdom of Saudi Arabia (KSA) to introduce a completely digital, paperless lending and onboarding platform, establishing new standards in microfinance customer experience.
- **Second-largest retail microfinance provider in KSA:** Exponentially grown since 2019 to become the second-largest retail microfinancier in the Kingdom, providing short-term, small-ticket-sized lending solutions.
- **Aligned with Saudi vision 2030:** An active contributor to the Kingdom's financial inclusion mission by providing affordable, compliant financial products to underbanked populations.
- **Technology-led transformation:** Utilizes Azentio's Lending platform for real-time e-KYC, automated credit decisioning, and real-time disbursement, ensuring speed, compliance, and operating scale.

Business impact

- **Accelerated product launches:** Tamam Financing rolled out two new microfinance products shortly after go-live, facilitated by Azentio's extremely configurable system.
- **Enhanced configurability:** Business rules, workflows, and product parameters can now be managed by teams independently, improving operations and speeding up innovation.
- **Operational readiness at scale:** The system is handling high-volume digital lending business seamlessly from day one, with uninterrupted service continuity.
- **Minimized IT dependency:** Minimized support from IT needed in operations post new scheme rollout, with most updates and configurations managed independently by business teams, requiring only limited IT collaboration for new initiatives.
- **Accelerated campaign launches:** Business users are now able to configure and launch new campaigns within the system, cutting the turnaround time substantially.
- **Streamlined credit rule changes:** Credit policy changes and scorecard rules can now be handled internally within the platform, eliminating dependency on system onboarding and enhancing governance.

Challenges

Tamam Financing faced a combination of evolving market dynamics and internal operational challenges that necessitated a transition to a more advanced lending platform.

- **Scalability & load handling limitations:** The legacy homegrown system was unable to keep pace with Tamam Financing's increasing volumes of digital lending, resulting in performance bottlenecks.
- **Inflexibility in supporting partnerships & ecosystem integrations:** The legacy platform's closed architecture restricted Tamam Financing's capacity to integrate with external parties such as payroll aggregators, telcos, merchants, partners and alt-data suppliers.
- **Compliance & regulatory reporting gaps:** Maintaining alignment with SAMA's changing mandates, e.g., real-time bureau reporting, e-KYC, and audit preparedness, was challenging because of inflexible, manual processes.
- **Absence of intelligent decisioning & automation:** In the absence of a rules-based decision engine, Tamam Financing was unable to automate credit decisions, execute differentiated risk models, or quickly roll out new lending strategies.
- **Operational inefficiencies and maintenance overhead:** Manual processes, absence of straight-through processing, and significant maintenance effort resulted in inefficiencies and restricted agility through the lending lifecycle.

Solution

Tamam Financing replaced its legacy system with Azentio's digital lending platform, gaining scalable, compliant, end-to-end automation and seamless integration via an API-first architecture.

- **Scalable lending architecture:** Built to support large volumes of transactions, providing consistent performance as loan volume increases – key in a high-frequency microfinance business model.
- **Seamless digital integration:** Integrated smoothly with Tamam Financing's current digital stack via APIs, allowing real-time data exchange between frontend apps, core systems, and partner interfaces.
- **Compliance-ready configuration:** Configured to comply with SAMA regulations and Shari'ah requirements from day one, eliminating the need for manual compliance checks and audit readiness.
- **Automated credit decisioning:** Utilized a rule-based engine to automate credit approvals and assessments. This minimized manual labour and provided consistency in making decisions with high loan volumes.
- **Configurable workflows:** Configurable workflows empowered Tamam Financing to introduce new microfinance products rapidly with little IT assistance. This resulted in accelerated go-to-market timelines and quicker responses to regulatory or market changes.
- **Unified lending operations:** Integrated all primary lending operations – origination, assessment, disbursement, and servicing, on one platform to minimize silos and streamline processes.



"As a digital microfinance institution in a regulated Shari'ah-compliant setup, we needed a platform that could manage both speed and strict compliance. Azentio's Lending solution gave us that edge. It helped us automate process-heavy activities, stay ready for audits, and grow quickly without losing control."

Abdulrazaq Fuad Hindi
CTO, Tamam Financing

Connect with Azentio

contactus@azentio.com | www.azentio.com