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SOLUTION PROVIDER FOR
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PREMIUM DIGITAL TRANSFORMATION SOLUTION PROVIDER FOR THE FINANCIAL INDUSTRY

By Selena James

Slow to react to the advancements of technology-assisted operational workflows, the banking and financial services market is behind in deploying improved web-based connectivity with advanced AI/ML analytics applications for customer engagement. Unwavering on this front, the monetary services providers are quickly transitioning their procedural criteria from direct human-human contact to deploying a more immersive online interaction for better customer experience. A recent survey by PricewaterhouseCooper suggests that most of these firms are switching to a current schema to deliver superior online experiences for customers in managing account portfolios and performing monetary transactions. As AI transformation can reign in cost savings to the tune of \$447 billion by 2023, a large number (52 percentage) of executives

are investing in the digital application spectrum, and an even bigger group (72 Percentage) believe that the change will be a significant advantage to boost business in the future.

With a solid foundation in designing, developing, and delivering financial services and information security solutions and services, WebComm Technology—a fintech company—assists banks through a full spectrum of digital transformation services and solutions. Founded by Glen Lien, a pioneer on state-of-the-art technology, WebComm delivers personalized applications driven by big data and AI analytics to enhance productivity, creativity, and profitability for financial enterprises. “We provide our clients with the flexibility of hybrid cloud and allow them to derive the best time-to-market strategies at any time, place, and method to



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seize market opportunities early,” elucidates Lien, Founder and General Manager at WebComm Technology.

The Gateway to Digital Transformation

With an ultimate goal to digitally transform the financial and banking services industry, WebComm empowers its clients to adopt internet and mobile banking applications into their daily workflows. “In the first part of a technology integration project, we collaborate with our

are undeterred across omni-channel delivery experiences. “We promise to go through the digital transformation process hand-in-hand with our customers and offer a painless transition to optimized digital operations,” encapsulates Lien. With an arsenal of digital transformation solutions and services, WebComm also implements FIDO-certified identity service, big data-based data analytics, and AI into clients’ IT infrastructure to further promote business success.



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customers to ensure the smooth transition of banking services from on-premises systems to the internet,” comments Lien. To give end-users a better experience utilizing these digitized platforms, WebComm has specifically built its UI/UX design team to ensure that all stakeholders

Like others, the financial industry is also susceptible and prone to cybersecurity attacks; WebComm builds the foundation for its solutions on cutting-edge security technologies to mitigate this very issue. WebComm has a deep understanding of eKYC standards such as FIDO and

in monitoring internal application performance to make sure a client is compliant with the required laws and regulations. WebComm also provides data (Data Virtualization, Data Lakes, Data Governance) and AI services (AutoML, MLOps) for banks to understand their end-users better and provide personal and customized services. The Hybrid cloud design empowers clients to create high-quality microservices with open banking and open API options, allowing for the delivery of services that resonate with the evolution of new Fintech-enabled business agendas. “We can identify if a specific individual is accessing an account in a given instance. Our approach allows clients to quickly react in a real attack and avoid false positives due to data redundancies,” ensues Lien.

By combining a team of finance industry experts with AI data scientists, WebComm has also made great inroads into the RegTech market

with its own AI-Powered Anti-Money Laundering Solution. The innovative design of this solution has also been granted a patent for WebComm.

Managed Service and SaaS Ready

WebComm provides 24/7 support to mitigate any problem that may arise during an online banking process. “We provide support at Level 1-2-4 in the service level agreement: restoration of services within an hour, response to queries in two hours, and if required on-site support within four hours,” says Lien. WebComm maintains close relationships with its clientele rather than serving merely as a service provider.

During a security crisis at Taiwan’s largest oil company, WebComm was able to detect and pinpoint a critical leak of data that was occurring under unauthorized circumstances. Responsible for developing the app and establishing an information dashboard in the back end of the solution, WebComm was able to identify and report an abnormality to the customer for emergency response. The preemptive warning allowed the oil company to quickly resolve the issue and avoid further complications of their operational systems by working with WebComm’s experts during troubleshooting.

WebComm enjoys its reputation by offering reliable and secure managed service. All of its solutions including identity management, KYC (Know your customer) and KYE (Know your employee) are SaaS ready, to be deployed in a snap onto public, private, or hybrid clouds.

Customer Success

Standard Chartered’s success manifests WebComm’s superior knowledge and experience in implementing an industry first mobile banking solution, WebComm helped Standard Chartered adopt biometric



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verification to engage consumers securely and smoothly. “Fingerprint verification, along with encryption and decryption of user identity to prevent user information from being hacked and stolen were the most challenging issues. But we were able to resolve these issues based on our expertise and previous experience,” expresses Lien. Eventually, the digital transformation services provided by WebComm helped

Standard Chartered to receive 2018’s Asiamoney Taiwan’s Best Digital Banking Services Provider Award.

Fubon Bank who collaborated with WebComm to deploy a wealth management solution for its customers is another customer success story that attests WebComm’s expertise on AI aspect. WebComm built a chatbot offering automated advice to individuals with small-to-medium savings accounts. Elaborating on the service, Lien mentions, “With our solid experience on system integration, we were able to consolidate multiple intricate processes to deliver a conversational robotics application that acts as an indispensable investment tool for investors with small-to-medium monetary funds.”

WebComm plans to pursue an IPO to be publicly listed on the Taipei Exchange later this year. Embracing the wind of change in the banking and financial services sector, WebComm will continue to pursue the delivery of cutting-edge SaaS ready digital transformation services and solutions. “We will remain practical and innovative and provide businesses with better services to improve people’s lives while enhancing clients’ liquidity,” concludes Lien. [📄](#)