

Adria Business & Technology (Adria B&T) continues to strengthen its position as a strategic partner for banks and financial institutions by providing innovative, secure, and modular software solutions.

Our expertise recently highlighted by BFM Business

BFM Business recently featured our role as a key accelerator in the digital transformation of the banking sector.

A strong regional and international presence

Founded in Casablanca in 2013, Adria B&T supports over 70 banks across 23 countries, with a solid presence in Africa, the Middle East, and Europe. Our subsidiaries in Tunisia, Dubai, India, and soon Egypt reflect our commitment to proximity and long-term support.

An integrated offering for digital banking

Our software suite addresses the full spectrum of banking needs:

- Online account opening
- Mobile & Corporate Banking
- Trade Finance and Digital Lending
- Electronic Signature
- Generative AI-based solutions

This cloud-native, omnichannel, and secure approach enables banks to modernize their services while strengthening customer trust.

Innovation and recognition

With over 20% of revenue invested in R&D and a team of 220 experts, Adria B&T places innovation at the center of its strategy. This commitment is regularly recognized by major international analysts (IDC, Gartner) and celebrated by the industry, most notably with the **Best Digital Banking Provider of the Year** award at the **MEA Finance Banking Technology Summit & Awards 2025**.

A vision shared on BFM Business

During a broadcast on BFM Business, Reda Oummouy, Marketing, Sales & Innovation Director, presented the core pillars of our strategy:

- Digitalization as a driver of competitiveness
- Security and compliance as pillars of trust
- Continuous innovation as a growth engine for the banking sector

Towards a more agile and secure bank

Today's challenges — cybersecurity, regulatory changes, omnichannel customer experience — require banks to adopt reliable and scalable technology solutions. Adria B&T positions itself as a trusted partner, supporting financial institutions in building the bank of tomorrow.

The Gartner Market Guide for Commercial Banking Cash Management evaluates key vendors and emerging trends in the cash management landscape, providing essential guidance for financial institutions seeking next-generation solutions. Adria B&T's inclusion reflects its commitment to enhancing operational efficiency, streamlining treasury processes, and delivering superior customer experiences.

Adria B&T offers a comprehensive suite of solutions for corporate banking, including cash and liquidity management, trade finance, digital onboarding, mobile and web banking, digital wallets, open banking, and electronic signature. Its modular, flexible, and scalable platform enables banks to innovate rapidly, optimize operations, and maintain compliance with evolving regulations.

At its core, Adria's platform provides a unified, API-first architecture, allowing banks to seamlessly integrate with existing core systems, deploy tailored financial services, and accelerate their time-to-market for new capabilities. Generative AI further enhances the platform by enabling smarter automation, personalization, and insight-driven decision-making.

Adria continues to invest in research and development to meet the growing demand for digital-first financial services, with a focus on:

- AI-driven personalization for real-time client engagement

- Secure payment features, including card tokenization and Tap to Pay

- Support for Islamic finance models, including Sharia-compliant configurations

- Open API integrations with core banking and third-party systems

- Advanced analytics to improve operational efficiency

This recognition highlights Adria B&T's ongoing dedication to empowering banks and financial institutions worldwide from conventional banks to rapidly growing segments such as Islamic banking across Africa, Europe, the Middle East, and South Asia.

Read the full article on BFM Business:

https://www.bfmtv.com/economie/professionnels/focus-entreprises/adria-b-t-l-accelerateur-de-transformation-digitale-pour-les-banques_AB-202509190048.html