



Murex secure the top IBS Intelligence Sales League Table 2021 ranking in the Wholesale Banking | Treasury & Capital Markets category for the third consecutive year.

The ranking recognizes financial software vendor success based on 2020 sales figures, with Murex acquiring the most number of new client signatures. This year's Sales League Table recognized Murex's sales excellence and underscored its resilience in this pandemic-hit year.



“To retain our No. 1 status once more is a reflection of the tremendous efforts and commitment of Murex’s global team. They continue to deliver for our 57,000 daily users in more than 60 markets.”

We continued proactive investment in our people and our product. In uncertain market conditions, we demonstrated great success in client acquisition, platform and functionality development, leveraging client DevOps and cloud journeys. MX.3 continues to be the top choice for technology re-platforming in capital markets, and this makes us proud.

**Philippe Helou, managing partner and co-founder at Murex**

“Many congratulations to Murex for retaining its No. 1 ranking in the category of Wholesale Banking | Treasury and Capital Markets in IBSI SLT 2021, for the third year in a row for its MX.3 offering. We are pleased to see this consistent performance from Murex, showcasing its resilience in this pandemic-hit year.

**V Ramkumar, senior partner at IBS Intelligence and chair of SLT Panel**

Murex has been included as part of the Sales League Table Leadership Club 2021 because of this No. 1 ranking. This comes as a result of the company’s sales performance on a global scale which has been stellar during an unprecedented year.

Discover more at [murex.com](https://murex.com)



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# Murex scores a hat-trick

**Murex once again demonstrated great success in client acquisition, platform and functionality development. The spotlight is on Philippe Helou, Murex's Managing Partner and Co-Founder**

**Robin Amlôt**

Managing Editor, IBS Intelligence



For the third year in a row, the integrated MX.3 platform from Murex, a provider of trading, risk and back-office solutions for treasury and capital markets, secured the top spot in the Wholesale Banking | Treasury & Capital Markets category in the annual IBS Intelligence Sales League Table 2021. Managing Partner and Co-Founder Philippe Helou told IBS Intelligence what sets Murex apart from the competition:

"The integrating MX.3 platform is uniquely positioned on the market for re-platforming IT systems across treasury and capital markets. MX.3 is the only platform to offer such depth in both vertical functional coverage and cross-asset analytics. The solution also offers a unique model supporting the convergence of front office risk and enterprise risk management, an integration layer to ease data flow and a comprehensive offering across market, credit, and liquidity risk.

"Murex has an extensive track record of customer success through the delivery of complex change programs and the provision of high-quality client support services. Over time, this has propelled the company to nurture trust and promote the spirit of collaboration with our client and partner communities.

"Our team's vision of excellence and expertise is also a key differentiating element of the Murex identity."

## What has been your long-term strategy to win customers?

"Murex has been consistently reinvesting profits in research and development programs, with over EUR 100 million invested in 2020. A significant portion of this investment has been strategically channeled into building our ERM and front-to-back capabilities and evolving the MX.3 architecture to benefit from cloud computing, SaaS and agility at scale.

"No other financial technology company in the capital markets domain has matched this constant and consistent level of investment. Murex specifically focuses on organic growth. This mindset has



**Philippe Helou, Managing Partner and Co-Founder, Murex**

accommodated product consistency and has kept the development teams focused. A commitment to deep investment is linked to ownership and management stability. In addition, our leadership has a positive long-term outlook."

## What do you think lies behind the continued success of your MX.3 solution?

"Murex develops long-term partnerships with its customers, powering complex transformations and helping them adapt and evolve quickly. The industry experience and expertise acquired over the last 35 years means more than 300 clients around the world benefit from the open, agile capital markets technology that MX.3 provides.

"The client-centric approach of Murex plays a significant role in this success, as it is structured in a way to deliver exceptional client service."

### Banking technology is constantly evolving, how do you keep the product fresh?

“Throughout the past decades, Murex’s vision has always been underpinned by a deep innovation mindset. Approximately 18% of revenue in 2020 was injected into research and development, meaning we maintained the same level of investment even during the Covid crisis.

“Our product factory is comprised of more than 1,000 team members who deliver cutting-edge technology and constantly drive innovation.

“MX.3 is an agile, open IT infrastructure. A framework has been put in place that ensures seamless connectivity with third parties and our clients’ IT landscapes, leveraging out-of-the-box and client-tailored interfaces.”

### How has the pandemic changed the way you do business?

“Murex’s business and agility was tested greatly during the pandemic. From the very start of the pandemic, successful country-specific business continuity plans came into effect. Murex was quick to put in place, share and execute processes and guidelines to ensure fruitful internal and external collaboration. IT teams were mobilised to support a smooth transition to a whole new working experience. The client services teams remained fully mobilised and committed to delivery timelines, key project milestones and support activities. Notably, more than 85% of our global go-lives planned from March to July 2020 went ahead as scheduled, despite the exceptional circumstances.

“Whereas the pandemic had a notably disruptive effect, its impact was better than feared, and it may leave a positive legacy in terms of efficient work and project management practices among diversely spread teams.”

### What changes have you seen in the banking sector and how will they affect Murex going forward?

“Murex has seen an acceleration of existing trends since the pandemic hit. Looking ahead, Murex sees a number of those trends that will be prioritised.

“Client delivery DevOps and the ability to deliver business value faster to our clients and end users will be fundamental in the execution of our Agile methodology.

“Another will be the digitalisation of the business models and providing our clients with the ability to evolve these models and drive innovation going forward.

“Finally, the provision of cloud and SaaS services is a key enabler

of the transformation and growth of our clients. We expect the proportion of our clients adopting both to continue to rise dramatically over the coming years.”

### Are you strategically focusing on any particular geography next year?

“Murex does not intend to strategically focus on one geography in 2022. Instead, our three regions of emphasis will continue to be EMEA, the Americas and APAC. In short, Murex seeks to conduct business with clients and prospects in all markets, across all countries, as soon as viable opportunities arise.”

### Where do you see opportunities opening up over the next year?

“It is our strategic vision to create an open, integrating platform to connect all market participants.

“Murex will continue to partner with financial institutions, providing them with a platform to simplify their IT ecosystem; reduce their total cost of ownership; eliminate internal reconciliation; and provide key functionality to operate end-to-end processes in compliance with regulations. Another area where we expect opportunities to arise as the market evolves is around the provision of new services, namely continuous integration and continuous delivery (CICD), and DevOps.

“Ultimately, it is all about helping these institutions evolve into the future.”

### Gulf Bank live with MX.3 Treasury Management System

In July 2021, Murex reported its latest go-live with Kuwait-based Gulf Bank successfully launching the MX.3 integrating platform to develop and automate its treasury and capital markets systems. Gulf Bank’s General Manager of Treasury Sami Mahfouz said: “Gulf Bank is creating a sophisticated, modern treasury platform that caters to customers’ needs for a full treasury trade cycle... We have no doubt that our launch of Murex’s platform will improve our business model, which is based first and foremost on customer satisfaction, and will boost operational excellence to new levels across the bank’s sectors. Despite the pandemic and the challenges of working remotely, Gulf Bank’s Treasury Department worked around-the-clock with its partners to make this transition a resounding success.”

The integrating platform will enable Gulf Bank’s Treasury Department to benefit from synergies in connected functions, organisation modelling, trade repository, workflow dashboards, in-depth reporting, automated triggers, and real-time monitoring of positions and risks. Gulf Bank’s new treasury management system will help the bank to keep pace with change and regulations, navigating capital markets and better serving customers, while improving efficiency, reducing costs, and instilling greater control over trade aspects from initiation to final matching.