



# Ismaeil Hassan Mohamed Ibrahim

Electronic Banking Services Specialist

## Personal Profile

**Location & Tel :** Sudan +249912600454

**Languages :** Arabic and English

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## Summary Profile :

- ATMs-CDM , cards and Banking Systems Projects Management and improve customer satisfactions
- ATM Host migration and management , ATM business development and management
- Business Development & Marketing , creating and innovating solutions and services for the clients , Digital Channels.
- Build strong and strategic relationship with clients and partners , negotiating deals with senior level and top management of the clients
- Adding values services projects like putting advertisements in ATM monitors , UI and UX Designer.
- Initiator of the idea of replacing old ATM machines which affect in increasing the number of maintenance contracts and reusing the old machines modules
- Creating vandalism protection solution for the ATMs , Cyber security
- 6 years in Selling ATMs ,2 years in selling Banknote sorting and processing machines , 3 years in selling ATMEYE
- (ATM security and monitoring Surveillance system),
- knowledge of ATMEYE camera surveillance and monitoring system , Vision , AppDynamics monitoring system
- Knowledge of AWS , Jira , MS Project and waterfall and agile methodologies
- Installation and configuration of Banknote processing machines (SEETECH CO, LTD)
- New ATM brand Certification project & ATM upgrading project . IT and ATM and customer delivery services follow up the preventive maintenance according to the SLA and coordinate between sales and ATM operations department to make sure the quality assurance in place .
- Knowledge of APTRA Activate Software
- ISO Switch message understanding
- ATM OS , Windows , Microsoft platform ,Cloud computing, Agilis NDX and Aprta NDC , Sql server , XML , CRM systems .
- Hardware & devices (Diebold Nixdorf ATM , Casio cash register , ECR , Sigma ATM, ATM Cameras , Banknote sorting machine, Tracking system ), POS and ATM monitoring

## Working Experience

Khartoum , Sudan & UAE

**April'22 - Present**

**Banking Solutions Sales Executive (working remotely for Africa Region)**

*Altech , UAE (G+D partner, Sharp Partner)*

### Responsibilities & accomplishments

- Finding new business partners in Africa region ie Sudan , South Sudan and Uganda ...
- Follow up the current customers in region (Sales and delivery the services ) .
- Finding any opportunities in either Banking or general trading in the region

Khartoum , Sudan

**May'19 - Present**

**Technical Consultant**

*Brilliant Solutions , Sudan*

### Responsibilities & accomplishments

- IT processes modelling , re-engineering and customer satisfactions improvement
- IT strategy, budgeting and consultation
- IT security audit
- System Integration and IT equipment delivery and supply as requested .
- Business continuity and adding value services and new products and services .

Khartoum , Sudan  
MAY'17 - MARCH'19

### **ATM Department Manager**

*Al mutaafi Trading (Sigma Partner)*

### Responsibilities & accomplishments

- Successes to catching Global Partners for electronic banking services and products
- Successes to establishing ATM department and introduce Sigma ATM to Sudan Market
- Managing the project of Developing ATM machine and follow process of Certifying & User Accepting Testing (UAT), include all scenarios of the new ATM brand from Central Bank of Sudan Switch (TranzWare , Compass plus )
- Prepare professional technical and financial proposal, Tender documents and Presentation .
- Intensive visits for the clients and follow up the proposals and offers
- Building and maintaining important client relationships by solving their issues during project lifecycle and partners as well
- Increasing the value of the ATM machines by using the ATM monitor as advertisement channel

Khartoum , Sudan  
NOV'13 - JAN '17

### **Business Development & Marketing Manager**

*Istinara MATC (Diebold Nixdorf partner)*

### Responsibilities & accomplishments

- Success to adding more than 5 new products and services in the company products and services list .
- Success to be the initiator and pioneer of the new service of replacing old machines with new machines considering the depreciation value of old machines in the prices and reaching the top management of banks to explain the value of this service using the needs satisfaction strategy at that moment and it was very cost effective solution for all customers .
- Success to win and monopolize the maintenance contracts for the new replaced ATM machines for different clients like Faisal Islamic Bank , Farmer's Commercial bank and others total number around 500 maintenance contracts for different types of machines .
- Successes to adding 6 new Banks to our customers list and increase the market share to reached 40% .
- Intensive visits for the clients and follow up the proposals, offers, renewing contracts and follow up if any tender appear .
- Selling more than 200 ATMs replacing around 500 old machines .
- Selling more than 1000 Units for the ATMEYE CCTV Surveillance and manage it is installation project process.
- Introducing Casio cash register machines in Sudan market and start selling good number of machines.
- Introducing SEETECH cash sorting machine in Sudan and start selling good number of it as beginning .
- Proactively finding business opportunities and identify the client's needs
- Marketing the SmartVista from bpc .
- Manage Istinara digital channel ie E Commerce Project in first stage
- Product management .

Khartoum , Sudan  
JUN'13 - OCT'13

### **ATMs Operations Manager**

*Istinara MATC (Diebold Nixdorf partner)*

### Responsibilities & accomplishments

- Successes to establishing ATMs operations department .
- Success to increase the uptime of the machines by 60% which affect the quality of services
- Deploying the ATMEYE system in Different ATM brands successfully .
- Overseeing calls , preventive maintenance schedule , ATM installations and training

Khartoum .Sudan  
FEB'09 - JAN'13

## **ATMs Technical Support Manager** *Alfa Trading (Diebold Nixdorf distributor)*

### Responsibilities & accomplishments

- Manage the project of migrate ATMs from old National host (S2M) to New one (Campus plus)and certifying the machines .
- First implementation for the ATMEYE CCTV system in Sudan .
- Product management .
- Upgrade Agilis NDX ATM Software .
- Migrate Faisal Islamic Bank machines from old Host to Alaric Host .
- Overseeing all ATMs department activities ( maintenance , day to day calls , ordering ATMs & spare parts , troubleshooting L1/L2 , installing- de- installing ATMs read log files , upgrading models base on the Location , planning the staff training and evaluate them using KPI )
- Periodically visits for the clients to identify the client issues and complains

Khartoum , Sudan  
NOV'04 - JAN'09

## **Senior ATM Engineer** *Alfa Trading (Diebold Nixdorf distributor)*

### Responsibilities & accomplishments

- Deployment, Install of more than 250 Diebold ATMs for 14 banks , Design ATM Screens ,Advertisement , UI and UX through the ATM screens .
- Targeting Preventive maintenance delivery and ensure the calls done on time
- Train the Team.
- Spare parts stock control .
- Company ERP Support , solving issues of DATA CENTER and SQL database(basic and normal commands and Backup) .
- Participate in selling good number of ATMs by contributing in sales visits as pre sales engineer .

## MAIN PROJECTS

**Central bank National Switch ATMs Migration**  
**Al baraka bank Mobile ATM Project**  
**ATMEYE CCTV First Implementation** (selling 1000 units)  
**Replacing old ATMs campaign** (selling & replacing 500 ATMs)  
**Sigma ATM Certification from National switch**

## EDUCATION

**BSC Honor in Computer Science** in 2001  
The Future University  
Khartoum , Sudan

## CERTIFICATIONS & COURSES

<b>Italy 2017</b>	SIGMA ATM SW&HW Training
<b>Online 2015</b>	Wincor ATM Certified sales training 1
<b>Online 2015</b>	Wincor ATM Certified sales training 2
<b>Sudan 2014</b>	Prince 2
<b>UAE,2013</b>	Wincor Procash CCDM
<b>Sudan , 2013</b>	Formal Documents Writing Training
<b>Sudan, 2012</b>	General English Language
<b>Tunisia, 2010</b>	Carts Afrique conference (Mastercard)
<b>UAE 2009</b>	Diebold Software (Agilis NDX 2.4)
<b>UAE,2008</b>	Diebold Software General NDC+
<b>Egypt ,2006</b>	Diebold (Opteva) Hardware