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HSBC UNVEILS INNOVATIVE BUSINESS MANAGEMENT API PLATFORM FOR HONG KONG SMEs

* Integrate real-time bank account data with multiple third party business applications through APIs *
* Collaborate with Microsoft to integrate its Enterprise Resource Planning solution with the new platform *
* Enable holistic view of business health status and process automation in a single interface *

HSBC unveiled today an innovative business management API (Application Programming Interface) platform – HSBC Smart Solution – specially designed for small and medium enterprises (SMEs) in Hong Kong. This is the latest example of HSBC's commitment to go beyond banking to offer the support that will enable our customers not just to navigate the future, but to thrive in a competitive world.

HSBC Smart Solution integrates HSBC Business Internet Banking (BIB) platform's real-time bank account data with multiple third party business management applications through APIs, providing a single cloud platform that enables SMEs to obtain latest insights into their cashflow and business health status, automate daily workflows, and streamline operations.

Starting today, all HSBC BIB users in Hong Kong will be able to log on to the platform (www.business.hsbc.com.hk/en-gb/smart-solution) with their existing BIB user name and password. No additional fees nor customer registration are required.

As part of the Bank's collaboration with Microsoft Hong Kong, Microsoft Dynamics 365 Business Central – an Enterprise Resource Planning (ERP) tool – has been integrated into HSBC Smart Solution, giving SMEs a clear overview of their operations and seamless payment management.

Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC, said: "As a close partner of the business community, we want to go beyond banking to support businesses through continuous digital innovation and collaboration with different parties in the business ecosystem. We understand that small businesses may not always have the resources to invest in the best tools to manage routine operational tasks. As our latest market's first digital initiative, HSBC Smart Solution serves as a simple and effective way for businesses to

integrate data and workflows from multiple systems in a one-stop platform, allowing them to focus on what's important for their business journey."

Cally Chan, General Manager of Microsoft Hong Kong and Macau, said: "To thrive in the new normal, businesses of all sizes need to be fast-adopters of modern technologies to optimise their operations and increase business efficiency. Through our collaboration with HSBC, we aim to empower Hong Kong SMEs with an integrated, secure business management tool with Microsoft Dynamics 365 Business Central so they are able to unleash new business possibilities with enhanced business efficiency and actionable insights. Microsoft is committed to supporting local SMEs to deploy and adopt new technologies to reimagine the new normal."

Key features of HSBC Smart Solution include:

- **Dashboard**: Users get a single overview of key banking data set out clearly in graphs and charts, including historical trends and the latest position of their bank accounts and transactions, and can use search, filter and sort functions to visualise financial data and analyse performance.

- **Toolbox**: Through the toolbox function, SMEs can now connect their HSBC Business Collect account, Google Sheets and Gmail to reconcile payment transactions. They can cross-check sales orders, auto-generate payment request emails with FPS QR codes to buyers, collect payments and reconcile transactions in just few steps on one portal. This function is expected to be particularly useful for small businesses without access to a sales management platform.

- **Integration with Microsoft's Enterprise Resource Planning Solution**: When connected to Microsoft Dynamics 365 Business Central accounts, customers can view reminders on payables and receivables at a glance, and follow up with their suppliers and customers via emails and social messaging apps in one click on HSBC Smart Solution. More ERP capabilities, such as payroll management, accounting and logistics will be introduced in the near future.

HSBC will continue to build in new functionalities and integrate with different third party applications on Smart Solution in future, in order to support other operational needs.

HSBC will also deepen its collaboration with Microsoft Hong Kong to organise webinars on HSBC's digital community platform VisionGo (www.visiongo.hsbc.com.hk) to share insights on tech trends like Open API, or practical advice on driving business recovery amid the pandemic.

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Notes to editor:

Photo 1: HSBC unveiled HSBC Smart Solution, an innovative business management API platform for Hong Kong SMEs. From right to left: Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC; and Cally Chan, General Manager of Microsoft Hong Kong and Macau.

Photo 2: Through HSBC Smart Solution's toolbox function, SMEs can now connect their HSBC Business Collect account, Google Sheets and Gmail to reconcile payment transactions in just few steps on one portal.
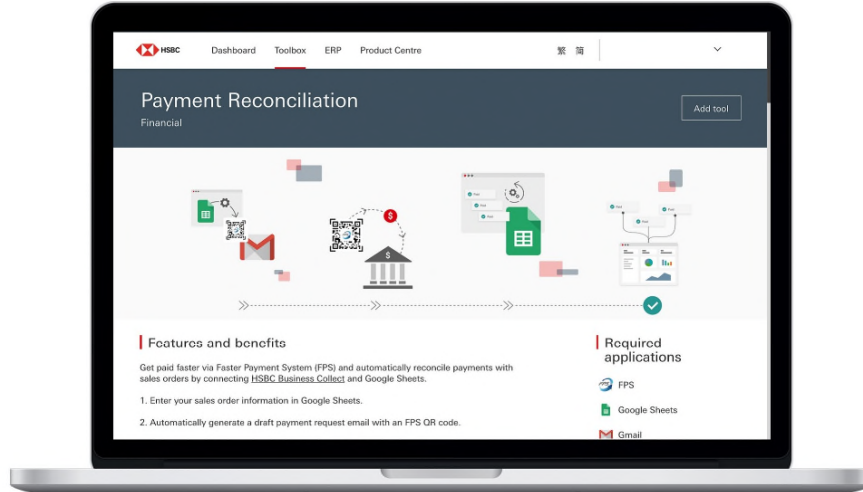
Photo 3: On HSBC Smart Solution's dashboard, SMEs get a single overview of key banking data and can use search, filter and sort functions to visualize data and analyse performance.
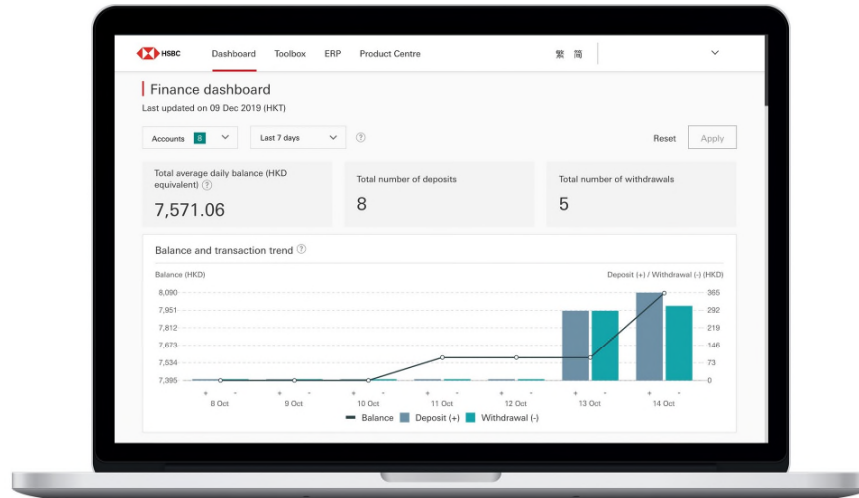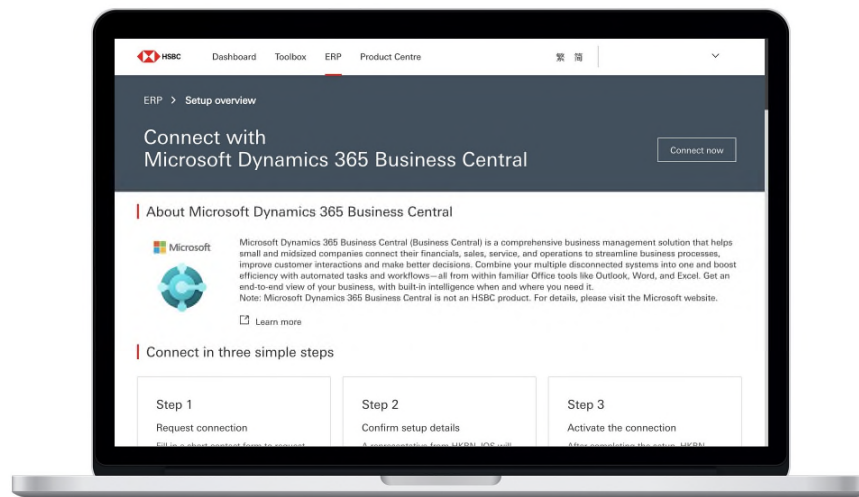

Photo 4: As part of the Bank's collaboration with Microsoft Hong Kong, Microsoft Dynamics 365 Business Central has been integrated on HSBC Smart Solution to give SMEs a clear overview of their operations and seamless payment management.

The Hongkong and Shanghai Banking Corporation Limited
The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US$2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organisations.

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