

# University of Colombo School of Computing

## Bachelor of Information Systems

2016

### EN2001 – Industrial Practices

Group No: 08

Date Visited: 01.12.2016

Place Visited: Sampath Bank PLC, Sir Lester James Pieris Mawatha, Colombo

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#### Office Use

On / before deadline

☐

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Late submission

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Students' statement

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## 1.0 Abstract

The purpose of this document is to present a detailed description on results of the industrial visit to the head office of Sampath Bank PLC, No: 110, Sir James Peiris Mawatha, Colombo 02. This industrial visit was on the 01st of December 2016.

The session was full of interactive speeches that gave an overview of the organizational background and the technologies of the organization and valuable information about the evolution of technology inside the organization throughout organizational history.

## 2.0 Acknowledgement

We would like to express our sincere gratitude to all those who helped us to make our industrial visit a success.

- The academic staff of University Of Colombo School Of Computing for providing the opportunity to visit the head office of Sampath Bank.
- Mr. Channa Palansuriya, Chairman and the Managing Director of Sampth Bank PLC to granting us permission to visit the premises.
- Department Head of Human Resource Management for guiding us throughout the visit and allocating their time for us.
- IT Assistant Manager of Sampath Bank PLC for giving us a brief introduction about the ERP systems and the evolution of technology in organization throughout the history.
- Mrs. Deenuka Perera and Mr. Upul Dahanayaka for guiding us throughout the visit.
- University Of Colombo School Of Computing for providing us with transport facilities.

## Chapter 1:

### 3.0 Company Profile



සමුපත් බැංකුව  
சம்பத் வங்கி  
***SampathBank***

#### **Vision**

*“The Growing Force in Sri Lankan Financial Services”*

#### **Values**

*“Create a learning culture that promotes individual and organisational development as well as Promoting innovation and value for customers.”*

*“Treat all internal and external customers the way we would like to be treated.”*

*“Encourage and promote teamwork in all aspects of behaviour.”*

*“Open to feedback and demonstrate an eagerness for personal development.”*

*“Monitor and demonstrate an impressive commitment to results.”*

*“Uncompromising ethical and professional standards of behaviour.”*

### 3.1 History and Growth

The precursor of Sampath Bank PLC was incorporated as Investment and Credit Bank Limited back in 1986. In 1987, it was renamed to Sampath Bank Limited and started operations opening the first branch at No 55, D R Wijewardena Mawatha, Colombo 10. Since its inception Sampath Bank was radically changing the face of banking experience with computerized databases and cutting edge information technologies.

The succeeding expansion was rapid and broad. Today, Sampath Bank operates a total of 224 branches and 360 ATMs as well as a sophisticated electronic banking system

### 3.2 Technology

Sampath Bank has a distinguished technological track record as being a pioneer in introducing information technology to banking industry in Sri Lanka. In 1988 Sampath Bank introduced Sampath Electronic Teller (SET), the first multi-point ATM network of the nation. Building up on the success of ATMs, the bank soon expanded the service to include Master cards, Personal Banking Units and, Uni banking system and Debit card facilities. It became the first bank in South Asia to issue debit cards in 1997.

In 1998 Sampath Bank went through a major reengineering of its IT induced bank services resulting in introducing internet banking, internet payment gateways and mobile banking making banking services available and accessible to customers day and night. Under this initiative, Sampath Bank now makes the entire banking experience available to personal and corporate customers as a virtual service known as Sampath Vishwa.

Sampath Vishwa goes beyond conventional internet banking solutions integrating all aspects of banking spanning through opening accounts, accessing transaction and account information, transferring funds and utility bill payments online.

In keeping with the modern trend of mobile consumer culture, Sampath has also a dedicated mobile banking platform implemented. It offers telebanking, SMS banking, SMS alerts and mobile cash solutions thereby making online banking available anywhere for account holders. Sampath mobile banking also features M-POS (Mobile POS) which is a service for small and individual businesses transforming Point-of-Sales operations into a cost effective and portable solution.

### 3.3 Recognitions and Awards

Throughout its innovative service delivery of more than 20 years, Sampath Bank has been recognized locally and internationally as one of the leaders in electronic banking arena.

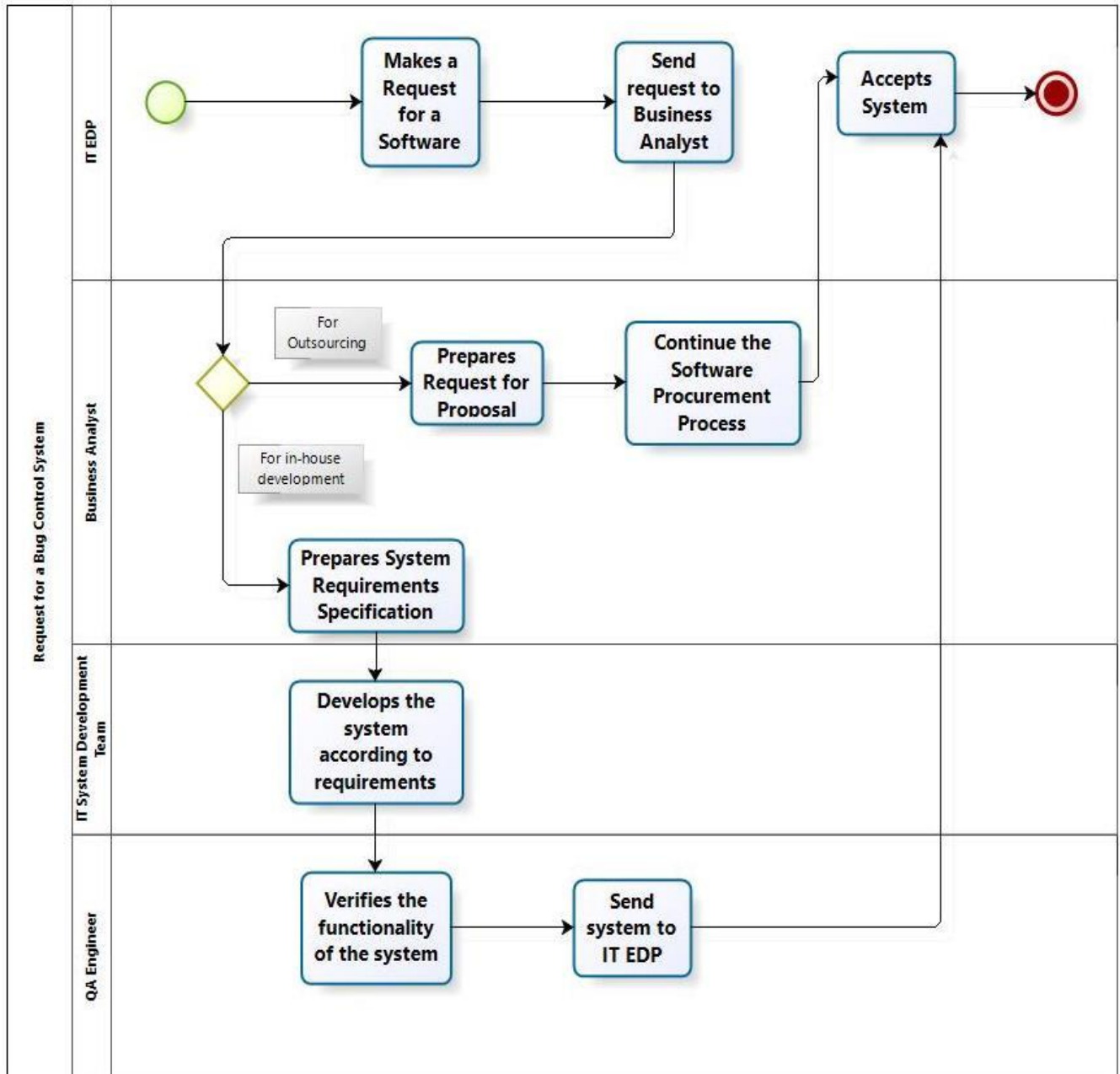
In 2016, Sampath Bank was recognized by the business magazine Euromoney as the “Best Bank of Sri Lanka” in Euromoney Awards for Excellence - 2016”. It has been awarded “Bank of the year” by “The Banker” magazine of Financial Times, London, following the streak through the years 2000, 2009 and 2010. It has won the title of “Excellence in Business & Financial Performance” in National Business Excellence Awards 2010.

Apart from being recognized as a business organization, Sampath Bank has also been lauded for its technical achievements. In 2013 it won a Silver awards for Sampath iOS and android app in National Best Quality Software Award. In 2008, Sampath bank was honored for introducing “Sampath eRemittance System” in National Science and Technology Awards.

## Chapter 2:

### 4.0 Business processes

#### 4.1 Request for a bug control system





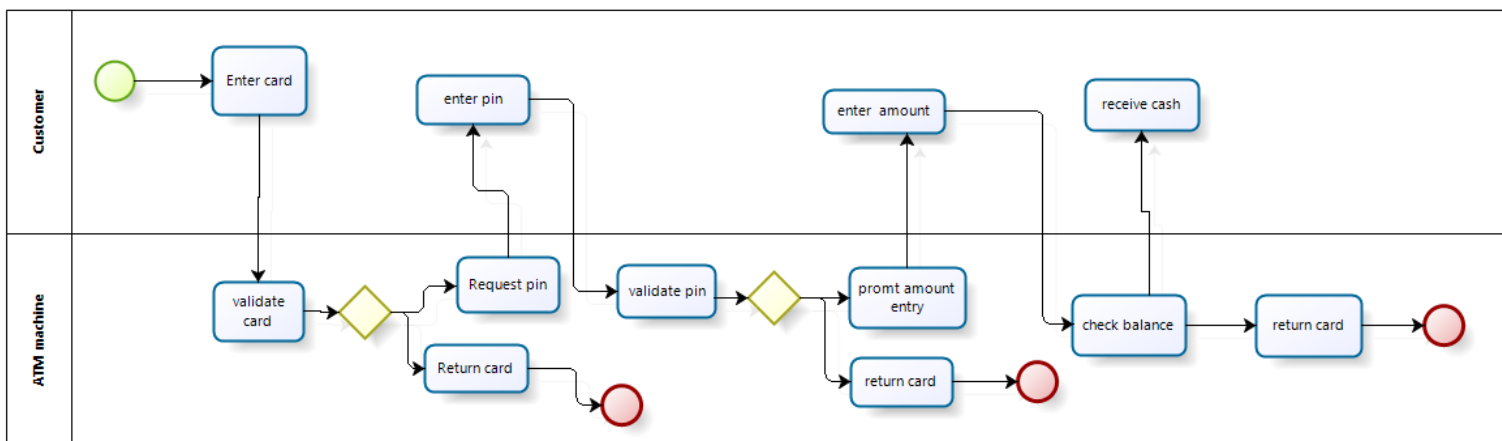
One of the major processes handled by the IT department of Sampath Bank is the Requesting for a bug control system. For this process to occur, 4 actors contribute. They are the IT EDP which handles the physical components of computing, Business analyst, IT system development team and the Quality Assurance Engineer.

At first the IT EDP understands the need for a system and make a request for the system. Then this request is sent to the Business Analyst. There, the Business analyst analyses the feasibility of the system and if the system is feasible to be developed in-house considering the time, technology, operations and cost factors he develops the System Requirements Specification for the system. If not feasible to be developed in-house, the decision to outsource the system building is considered. There a suitable company is selected and a Request for Proposal is sent to them. Then the procurement process for the system purchasing is continued.

After the system Requirements specification is developed, IT system development team develops the system according to the requirements and design. This newly built system is then verified by the QA Engineer and if the verification passes, it is sent to the IT EDP. There the IT EDP accepts the system which marks the termination of the process.

## 4.2 ATM process

ATM process is one of the most important business process that takes place in the banking sector. Once the customer insert the card ATM machine checks that the card is a valid one. Then machine request for the pin no and if the pin no is correct machine issues the amount that the customer wants. In Sampath bank they use a specific algorithm for this purpose.



## 4.3 Opening a savings account

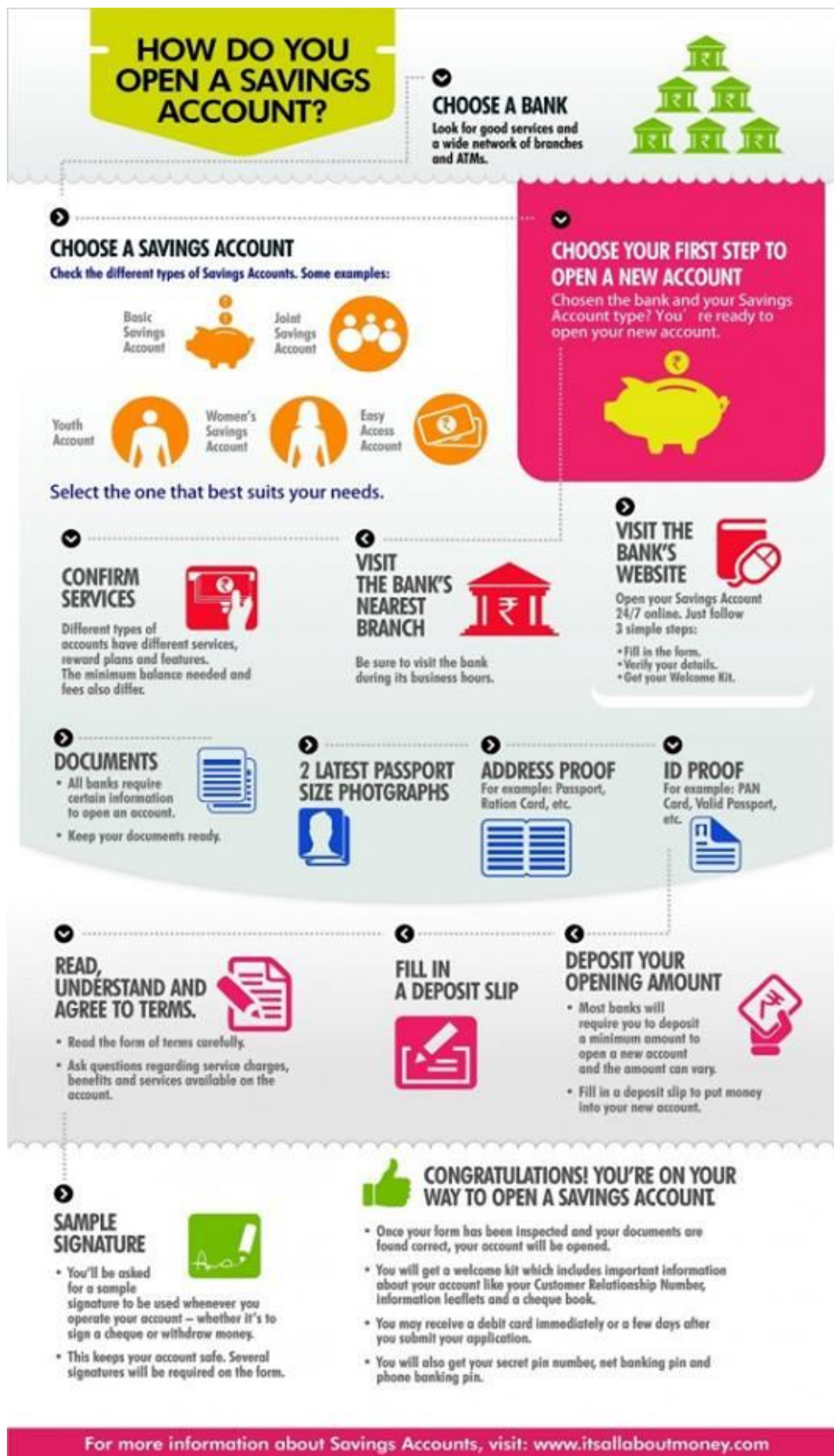
You can open up your account by walking into a bank or using bank website. When you are going to open an account you need these documents

1. Need to filled Accounts Opening Mandates
2. Need NIC / Passport Copy
3. Agreement

Below diagram will show the steps of opening a new savings account.

When we are talking about saving accounts sampath bank offers a large range of savings accounts for different segments of peoples. When we look into their saving account type there are mainly five types of saving accounts.

- **Regular Savings**
  - **Sampath Double S**  
Offers up to 50% bonus on interest monthly
  - **Sampath Hit Saver**  
The freedom to enjoy unlimited withdrawals per month
- **Children's Savings**
  - **Sampath Pubudu & Sapiri**  
Sampath Bank thinks the world of its 'little' customers
- **Teenage Savings**
  - **Sampath X-SET Account**  
A comprehensive savings package designed for the youth
- **Ladies Savings**
  - **Ladies 1st**  
An account for women unlike any other in the country
- **Senior Citizens Savings**
  - **Sampath Sanhinda Saver Account**  
A Sampath Sanhinda Saver Account can be opened for as low as Rs.1000/-



## Chapter 3:

### 5.0 Recommendations

1. Introduction of online chat service

To enhance the customer care service of the bank they can maintain an online chat service, discussion forums to solve customers' problems. Most of the people are not willing to make calls for their problems and this will be a good solution for them as it is a real time service.

2. Provide training for undergraduates

They can provide a training for undergraduates

### 6.0 Comparison with the other countries

Sri Lankan banking sector can be compared with the other countries for that will first look in to our arena.

Sri Lankan banking sector can be considered as a vibrant and a stable service providing industry. There are three kinds of banks in Sri Lanka such as commercial banks, licensed specialized banks (saving banks and development banks) and licensed finance companies. There are around 80 institutions under the above mentioned categories. There are hundreds of branches located all over the island. Currently there are 25 commercial banks which are local and foreign. These banks are spanned over the country but the foreign banks are located in the main cities such as Colombo, Galle and Kandy.

Popular Local Banks: Sampath Bank, Hatton National Bank, People's Bank (State-owned), Commercial Bank, National Saving Bank (State-owned) and Bank of Ceylon (State-owned)

International Banks: HSBC, Standard Chartered Bank, Deutsche Bank and Citi

Currently in Sri Lanka banks offer interests range from 3% to 8% which can be considered as relatively high when it compared with the other countries. Now the accessibility is very high because of the Internet Banking and Mobile Banking. The banks are networked so the customers can do transactions from any bank. There are the three main services offered by the banks. Such as current accounts, saving products (saving accounts and fixed deposits) and borrowings (personal loans and business loans).

#### **Outlook of the World Banking sector**

The banks are continuing with new operating models and tend to invest in emerging technologies for greater efficiency and competitiveness. Meanwhile banks and capital firms are expected to

engage with fintech eco system as the trend towards digitization is accelerating. The following are the key trends of the banking sector in 2017.

- Consumer Banking
- Trading M & A
- Commercial and Transactional Banking
- Payments
- Market infrastructure

### **Top 10 Largest Banks in the World**

1. Industrial and Commercial Bank of China
2. China Construction Bank Corp
3. Mitsubishi UFJ Financial Group
4. Agricultural Bank of China
5. Bank of China
6. HSBC Holdings
7. J.P Morgan Chase & Co
8. BNP Paribas
9. Bank of America
10. Japan Post Bank

From the top 10 banks 6 spots are occupied by the Asian Banks controlling around \$16.93 trillion of the \$26.6 trillion total assets held by the top 10 banks.

<b>World Rank</b>	<b>Name of the Bank</b>	<b>Country of Origin</b>	<b>Total Assets</b>
<b>1</b>	Industrial and Commercial Bank of China	China	\$3.549 trillion
<b>2</b>	China Construction Bank Corp	China	\$2.981 trillion
<b>3</b>	Mitsubishi UFJ Financial Group	Japan	\$2.901 trillion
<b>4</b>	Agricultural Bank of China	China	\$2.818 trillion
<b>5</b>	Bank of China	China	\$2.656 trillion
<b>6</b>	HSBC Holdings	Hong Kong	\$2.608 trillion
<b>7</b>	J.P Morgan Chase & Co	United States	\$2.466 trillion
<b>8</b>	BNP Paribas	France	\$2.417 trillion
<b>9</b>	Bank of America	United States	\$2.187 trillion
<b>10</b>	Japan Post Bank	Japan	\$2.022 trillion

The top 10 banks are rated in the above list by considering the assets in the year 2016. This was taken by the “tharawat magazine”.

## 7.0 Experiences gained

From this industrial visit to “Sampath Bank” we were got to know more about how the bank operates, how ATM machines works and their history as well. Also, they gave us a chance to ask questions and then we could clarify our doubts. It also helped us to gain additional knowledge.

Excellent guidance was provided by the bank officers and they beautifully explained about bank’s operational level, history, and their human resource values. They also made us familiar with the ATM processes and its IT technology as well.

It was also informed to us that not only today there is great scope in the banking sector but also it is going to increase with a rapid pace in near future. They also explained us about technologies they have used in the beginning and how they overcome the problems they faced when the technology and their business processes changed as well. They are using new technologies to improve their work. Those technologies were also new to us. They helped us to understand those technologies to us by explaining them to us.

They also gave us guidance to improve our future career life and helped us to understand what industry is looking from us, what they aspect from us, how we should plan our future by removing future uncertainty in their mind, building confidence, enhancing aptitude and other important skills etc.

## 8.0 Conclusion

Sampath Bank PLC is a licensed commercial bank incorporated in Sri Lanka in 1986 with 224 branches and 373 ATMs island wide. It has won the “Bank of the year” award by “The Banker” of Financial Times Limited – *London*, for the second consecutive year and the "National Business Excellence Awards 2010". It has become the third largest private sector bank in Sri Lanka with Rs.453 billion in deposits as of 30 June 2016.

The first office of Sampath bank located at Wijewardhana Mawatha, Colombo 10 and later in 1997, it was moved to Sir James Peiris Mawatha, Colombo 02, Sri Lanka. At the end of the first year, the staff had 94 members.

The first ATM operated by the bank was installed in 1986 and at the end of year 2007 it crossed the 150 mark and now the bank is operating over 220 ATMs island wide.

## Questionnaire

1. How would you explain the vision of your organization?
2. How would you explain the mission of your organization?
3. What are the computerized operations in the organization? Why?
4. What are the current technologies used in the banking system?
5. What information systems does your organization use?
6. What are the CSR projects you have done recently?
7. What are the quality standards that your organization has obtained?
8. What are the measures are you taking for contribution to the GDP of Sri Lanka?
9. What measures have you taken to provide a quality service to the customers?
10. What are the safety measure you have taken to ensure the security of the information you have?
11. In case of an information security breach what kind of procedures are in place to handle such situations?
12. How do you manage online banking services and relationships with international banks?
13. How often are you doing new promotional campaigns to enhance your brand name?
14. What kind of digital promoting concepts do you use instead of social media marketing?
15. What are your specific business strategies in competing with Government and other private banks?
16. How do you deal with the employee turnovers?
17. What is your employee recruiting process?
18. Out of the awards you have won, which award can be considered the best award?
19. Why someone should choose Sampath bank over the other banks to save their money transactions?
20. What kind of competition you get from the other banks? And what are the strategies you are using to gain the competitive advantage?

