



# The Payment Systems Expertise

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## 1- General presentation

Pioneer of the very first credit card applications in North Africa, S2M, founded in 1983, has profiled itself, for over twenty years, as one of the leading players in developing and implementing payment solutions, personalising means of payment, publishing and mailing.

S2M proposes the most complete and reliable offer on the market :

- Payment solutions : Selectsystem®
- Magnetic strip and Chip card solutions
- E-commerce solutions
- Branch specific solutions : oil companies, hotels, salary cards, ...
- POS applications (payment, loyalty ...)
- Personalization of payment means : bank cards, private label cards (payment and loyalty), cheques...
- Publishing and mailing : document printing and personalization, folding and mass mailing
- POS supply and maintenance
- Payment, credit and loyalty solutions outsourcing

S2M also stands for a broad range of complementary services :

- Implementation
- Consulting
- Training
- Assistance
- Support & maintenance

**S2M has established an impressive international notoriety : over a hundred private and public banks, in 22 countries in America, Asia, Africa and the Middle-East rely on its solutions and services.**

S2M Solutions	S2M Production
<ul style="list-style-type: none"> <li>■ Payment solutions : <b>Selectsystem®</b></li> <li>■ Smart card solutions</li> <li>■ E-commerce solutions</li> <li>■ Branch specific solutions: oil companies, hotels, salary card</li> <li>■ POS Applications (payment, loyalty)</li> <li>■ Implementation</li> <li>■ Consulting</li> <li>■ Technical support</li> </ul>	<ul style="list-style-type: none"> <li>■ Personalization of bank and private label cards:               <ul style="list-style-type: none"> <li>. Magnetic strip cards</li> <li>. Smart cards (EMV)</li> </ul> </li> <li>■ Personalization of cheques &amp; cheque letters</li> <li>■ Publishing &amp; mailing               <ul style="list-style-type: none"> <li>. Document printing and personalization</li> <li>. Folding and mass mailing</li> </ul> </li> <li>■ POS supply and maintenance</li> <li>■ Payment, credit and loyalty solutions outsourcing</li> </ul>

## 2- History

For over two decades, S2M has anticipated the market needs, trends and requirements by constantly innovating and upgrading its solutions and services.

In **1983**, the very first MultiPac version, developed for banks and for credit card processors, makes its reputation as one of the most function-rich system.

**1985** is the start of the “personalized bank cards” activity.

In **1988**, S2M anticipates the trends of the downsizing and client/server architecture and develops the first credit card application software under UNIX : MultiXPac. This package, being both modular and comprehensive, will be quickly implemented in banks, firstly on the local market and later on in Africa & in the Middle East.

Along the same year starts the “cheque” activity.

In **1995**, S2M decides to collaborate closely with the American company First Bank Card Software in order to have access to the American and Asian markets.

In **1997**, S2M is given the 1<sup>st</sup> Moroccan Export Award, first symbol of international recognition.

In **1998**, S2M launches MultiXPac under Oracle in order to benefit from its robustness, its performances and its opening towards MIS.

**1999** is the year of S2M Production Centre ISO 9002 Certification.

In **2000**, S2M introduces its global secure payment solution for e-commerce on the market.

In **2002**, S2M launches its new, native EMV version 6, which allows S2M to assist banks in their migration towards the EMV standards and provides more interoperability. This latest version takes the best from technological and functional : multithreading, Work-Flow processing, user-friendliness and increased security and availability.

The year **2003** is highlighted by the participation of Maghreb Private Equity Fund (MPEF) in S2M capital.

In May, S2M Production gets the ISO 9001 Version 2000 Certification.

In July, S2M gets the First Accessit in the Moroccan Export Trophy.

In **2004**, following its capital enhancement, S2M launches an ambitious development and investment programme.

Furthermore, the new version 6 actually breaks into the Africa and Middle East Region; Indeed, banks in the area welcome the V6; 5 new countries place their confidence in S2M and this version : Syria, Yemen, Sudan, Togo & Palestine.

In **2005**, and in order to emphasize the functional and technological break, S2M renames its payment system solution to become **Selectsystem®** (The Secure ELEctronic Card Transactions System). Selectsystem® has been designed and developed to comply with the EMV standards and to bring new functionalities and modules answering the customer needs. Selectsystem® is in fact a new product that brings an unequalled functional wealth.

During the same year, 3 additional countries, India, Kuwait and Mauritania place their confidence in S2M and its payment system packaged software Selectsystem®.

## 2- History

In **2006**, S2M gains the confidence of 4 new countries which adopt its payment system software : Cameroon, the Congolese Democratic Republic, Iran and the Niger.



In February, the bank cards and private label cards personalization unit of S2M Production obtains the VISA VSDC and MasterCard M-Chip certifications which authorize it to personalize EMV chip cards from then.

In December, S2M is awarded the **Prize of Best Exporter in the category of “Major Companies”**.

**2007** is marked by the start up of S2M new Production Center, certified ISO 9001 Version 2000, VISA and MasterCard. This 2000 sqm center required an investment of 20 million Moroccan Dirhams (nearly 2,5 million USD) excluding all production equipments.

In early 2007, 2 new african countries have been conquered by S2M and its payment systems solution : Tanzania and the Equatorial Guinea.

### 3- Our assets

**A global payment systems offer**

S2M has an undeniable know-how in the 4 areas of credit card applications:

- Software development & engineering,
- Implementation, support & maintenance of software package,
- Bank cards and private label cards personalization,
- Personalization and processing of chequebooks and cheque letters.

Its teams are involved in all stages of a credit card applications project :

- Consulting (audits, gap analysis, detailed studies)
- Software development & implementation
- Payment, credit and loyalty solutions outsourcing
- Testing Certification with the associations (Europay, VISA, MasterCard) support and maintenance

**Certified by VISA & MasterCard**, S2M covers through its offer all the management functions related to bank cards : from cardholder to merchant until the processing of transactions between banks and international transactions.

**Production Centres which meet the international standards**

The main production centre, located in the heart of a protected and secure industrial area, is **ISO 9001 Version 2000** certified for the whole production processes, namely :

- the personalization of bank **cards** and private label cards (magnetic stripe and **smart cards**)
- the personalization of **cheques**
- **publishing and mailing**

Moreover, it is certified by the international payment schemes **VISA** and **MasterCard**.

#### **A team combining commitment and expertise**

About fifty qualified engineers, technicians and operators regularly attend technical and functional trainings. Such trainings, in combination with a periodic assessment system, guarantee both the competences optimisation of the teams and their blooming within the production centre. This latter is particularly characterized by the strong stability of its personnel.

#### **At the leading edge of technology**

The production centre is equipped with modern and powerful equipment. Furthermore, a continuous investment plan allows to reinforce the centres outputs from year to year and to equip them with high-tech hardware and software means.

#### **Physical security**

- Access control to the production areas ; video monitoring and recording 24/7; intrusion detectors and infra-red barriers; electric group
- Safe deposit
- 3 distinct units, dedicated by activity: cards, cheques, publishing and mailing
- Back-up site completely operational, as protected as the main production centre

#### **Logical security**

- Firewall and information processing systems for controlled access in order to protect the network, electronic documents, ...
- Secure transfer of the files to be processed
- Security and traceability of access and processings
- Back-Up of the production servers

### 3- Our assets

#### **Customer Satisfaction : a constant commitment**

Since its creation in 1983, S2M has always been making a conscious effort to build an organization focused on customer service. Its teams respect a clear procedure, which consists of :

- identifying formally the customers needs,
- defining, in collaboration with the customer, the most adapted solution
- implementing a quality plan and checking procedures
- transferring its know-how,
- developing an efficient partnership with the customer.

#### **People at the heart**

S2M is today a leading player in credit card applications, mainly thanks to the commitment and expertise of its engineer teams, who have cumulated, in 24 years, a unique know-how ; the widely appreciated know-how of its teams, combined to the performances of its solutions enabled S2M to succeed, throughout its twenty-two years of existence, in conquering the national and international markets and in keeping the confidence of its customers.

Training plans as well as annual evaluations guarantee both the optimization of competences of our technical teams and their blooming within the company.

At the end of 2006, S2M has a staff of 120 people, 65 of whom are engineers.

#### **A synergy with renowned institutions**

S2M capital is held by the investment funds **Maghreb Private Equity Fund** and **AfricInvest**.

These funds, managed by MarocInvest, represent outstanding financial institutions worldwide, such as :

- International Finance Corporation (IFC)
- European Investment Bank
- CDC Entreprises
- Natexis - Banques Populaires France
- Proparco
- FMO –Netherlands Development Finance Company-
- SIFEM (Swiss Investment Fund for Emerging Markets)

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## 4- Products & Services

### S2M Solutions

- **Payment systems solutions : Selectsystem®**
- **Smart card solutions**
- **e-commerce**
- **Branch specific solutions : oil companies, hotels, salary cards, ...**
- **POS applications (payment, loyalty ...)**

- **Implementation**
  - Gap analysis
  - Project management
  - Software development
  - Certification
  - Training

- **Consulting**
  - Consulting in payment systems
  - Assistance in organizational and technical migrations
  - Audit

- **Support and maintenance**
  - Hot-line
  - Intervention on site

### S2M Production

- **Bank cards**
  - Card supports management and sell (assistance in conceiving, printing, certification ...)
  - Cards personalization by embossing or infill
  - PIN calculation, keys management, using HSM
  - Magnetic strips encoding

- **Private label cards (payment and loyalty)**
  - Strip cards, smart cards, secure cards ...
  - Cards conception, printing and personalization

- **Chequebooks**
  - Personalization by laser impression on non-magnetic and secure paper
  - Chequebook shaping and packaging
  - Cheque letters personalization

- **Publishing and mailing**
  - Edition and personalization of various types of documents
  - Folding and mass mailing for banks, credit companies and communication agencies
  - Automatic stamping and management of returns

- **POS supply and maintenance**
  - Supply of POS, Terminal Management System and network equipments
  - Supply of maintenance services

- **Outsourcing**
  - Payment, credit and loyalty solutions outsourcing (ASP mode)

## 5- They rely on our solutions

### Payment systems solutions

#### Africa

- . **Burkina Faso**      ■ Banque Agricole et Commerciale du Burkina Faso
- . **Cameroon**      ■ Afriland First Bank
- . **Congo (DR)**      ■ Rawbank
- . **Equatorial Guinea**      ■ Banco Nacional de Guinea Ecuatorial
- . **Guinea Bissau**      ■ Banco da Africa Occidental
- . **Ivory Coast**      ■ Banque pour le Financement de l'Agriculture  
■ Banque Internationale de l'Afrique de l'Ouest  
■ Banque Nationale d'Investissement  
■ Caisse d'Epargne
- . **Mauritania**      ■ Gintel
- . **Morocco**      ■ BMCI (BNP Paribas Group)  
■ Compagnie Marocaine d'Hydrocarbures (oil company)  
■ Crédit du Maroc (Crédit Agricole Group)  
■ Groupe Banques Populaires  
■ Interbank  
■ Petrom (oil company)  
■ Poste Maroc  
■ Trésorerie Générale du Royaume  
■ Ziz (oil company)
- . **Niger**      ■ Banque Régionale de Solidarité  
■ SoniBank
- . **Sudan**      ■ Al Baraka Bank  
■ Bank of Sudan
- . **Tanzania**      ■ eCards
- . **Togo**      ■ Banque Togolaise de Développement
- . **Tunisia**      ■ Amen Bank  
■ Arab Tunisian Bank  
■ Banque de l'Habitat  
■ Banque du Sud  
■ Banque Internationale Arabe de Tunisie  
■ Poste Tunisienne  
■ UBCI (BNP Paribas Group)

#### America

- . **USA**      ■ Fidelity National Information Services

#### Asia

- . **India**      ■ Venture Infotek

## 5- They rely on our solutions

### Payment systems solutions

#### Middle-East

- . **Iran**
  - Arian Novin Paradakht Co.
  - Karafarin Bank
  - Samin Card
  
- . **Jordan**
  - Arab Banking Corporation
  - Arab Jordan Investment Bank
  - Bank of Jordan
  - Cairo Amman Bank
  - Housing Bank for Trade and Finance
  - Jordan Commercial Bank
  - Jordan Investment and Finance Bank
  - Jordan Koweit Bank
  - Visa Jordan Card Services
  - Union Bank
  
- . **Kuwait**
  - Gulf Bank
  
- . **Palestine**
  - Arab Islamic Bank
  - Bank of Jordan
  
- . **Syria**
  - Commercial Bank of Syria
  
- . **Yemen**
  - International Bank of Yemen
  - Yemen Commercial Bank
  - Yemen Financial Services Company

### Consulting

- . **Jordan**
  - Visa Jordan Card Services
  
- . **Morocco**
  - BMCE BANK
  - BMCI (BNP Paribas Group)
  - Société Générale
  
- . **Syria**
  - Commercial Bank of Syria
  
- . **Tunisia**
  - UBCI (BNP Paribas Group)
  
- . **Yemen**
  - Yemen Financial Services Company

## 5- They rely on our solutions

### Africa

**Personalization  
of payment  
means : cards  
and cheques**

- . **Burkina Faso**
  - Banque Agricole et Commerciale du Burkina Faso
  - Banque Internationale du Burkina
- . **Cameroon**
  - Afriland First Bank
- . **Ivory Coast**
  - Banque pour le Financement de l'Agriculture
  - CNCE (savings bank)
- . **Mali**
  - Banque de Développement du Mali
  - Banque Nationale de Développement Agricole
- . **Morocco**
  - Arab Bank
  - Assalaf Chaibi
  - Attijari Wafa Bank
  - BMCE BANK
  - BMCI (BNP Paribas Group)
  - CDG Capital
  - Cetelem
  - Citibank
  - Compagnie Marocaine d'Hydrocarbures (oil company)
  - Crédit du Maroc (Crédit Agricole Group)
  - Crédit Agricole du Maroc
  - Crédit Immobilier et Hôtelier
  - Groupe Banques Populaires
  - Poste Maroc
  - Salafin
  - Shell
  - Total
  - Trésorerie Générale du Royaume
  - Union Marocaine des Banques
- . **Niger**
  - Banque Régionale de Solidarité
- . **Senegal**
  - Attijari Bank
  - Caisse Nationale du Crédit Agricole
- . **Togo**
  - Banque Togolaise de Développement

**Publishing  
and mailing**

### Morocco

- BMCI (BNP Paribas Group)
- Cetelem
- CNRA/RCAR (Moroccan Pension Fund)
- CIMR (Moroccan Pension Fund)
- Crédit du Maroc (Crédit Agricole Group)
- Crédit Agricole du Maroc
- OFPPT (Moroccan professional training Office)
- Salafin
- Shell
- SMEIA
- Société Générale
- SOFAC
- Sogelease
- Wafa Salaf