

### DataSoft & NEC jointly organize 'Proof of Concept of NFC Based E-money Solution' in Bangladesh



DataSoft Bangladesh in association with NEC Japan has successfully organized the first ever 'Proof of Concept of NFC based E-money Solution' in Bangladesh at the city's popular coffee shop, Crimson Cup, Dhanmondi. Through this system, the customers will be able to purchase coffee or other goods just by touching their NFC enabled payment card. No Need for swiping magnetic strip or input of PIN is required. It will make transactions faster and less complicated for both the merchants and consumers. Higher officials from NEC, Japan & DataSoft were present on this occasion. In the next phase this solution will be implemented in chain retail shops and fashion houses in cooperation with leading banks ♦

### SPA Releases 2015 Smart Payment Card Shipment Figures

The Smart Payment Association (SPA), the trade body of the smart payments industry, on 26 April last released the findings from its annual review of the smart payment cards market. Data collected by the SPA from its members reveal 2060 million payment chip cards were shipped globally in 2015. This represents an increase of 34% on last year's figures. The gathering pace of EMV migration in the United States played a major factor in the upliftment of worldwide shipment figures. In 2015, SPA members report making 570 million smart payment card shipments to the US - a two-fold increase on 2014 numbers. High volume shipments in China are contributing too with a 27% growth versus previous year. Demand for contactless payment cards continued to surge in geographies where the technology already has a foothold. In 2015, 56% of all smart card shipments globally (excluding the Americas) featured contactless technology – a 24% growth as compared to the year before.

As in previous years, much of this increase was driven by demand in Europe and Asia. Last year, 53% of all cards shipped in Europe were contactless, while in the Asia Pacific region an impressive 74% of cards featured contactless technologies.

Andreas Strobel, President of the SPA, commented : *"These figures demonstrate how EMV is now a truly global, established, secure and interoperable infrastructure. SPA reported the first billion of smart payment card shipments in 2011 and it took the industry only 4 years to deliver the second billion. Crucially, the data also reveals how fast the adoption of EMV-standard technology in the United States took off in a significant way in 2015, as issuers proceeded at full speed with the implementation of EMV migration"* ♦

### Microsoft Bangladesh to lead in data revolution with SQL Server 2016

Local organizations to leverage new ways to access and analyze their data at optimum speed to take the lead with a data driven strategy.

Microsoft launched the latest SQL Server 2016 in Bangladesh recently as the first step of joining the data revolution which keeps advancing across Asia Pacific region.

SQL Server 2016 represents a huge leap forward for the data platform with faster transactions and queries, advanced analytics, and new hybrid cloud scenarios. The launch celebrates the democratizing of access to insightful data and to the intelligent insights that can be derived from it.

Welcome Speech by Sonia Bashir Kabir, Managing Director, Microsoft Bangladesh and Talked about Microsoft Vision on Data Platform as well as overall activity of Microsoft Bangladesh Limited.



Speaking at the launch, Rena Chai, Marketing and Operation Lead, Microsoft South East Asia, "We have entered into an era where data has become the new electricity for business reinvention. The ability to analyze massive amounts of data at will and even to predict future outcomes that used to be understood by just a few of the largest enterprises are now accessible by everyone. At Microsoft, our mission is to enable users to navigate this disruption. SQL Server 2016 stands as an industry-leading, secured platform that will help Bangladesh organizations to utilize their data to achieve the best outcomes. This can also help accelerate plans for a digital Bangladesh" SQL Server 2016 is the first born-in-the-cloud database. It delivers breakthrough mission-critical capabilities in scalability, performance, and availability for most important online transaction processing (OLTP) and data warehousing workloads. The powerful capabilities such as Always Encrypted and Role Level Security – were first tested in Azure by hundreds of thousands of customers and billions of queries. Microsoft's newest database management platform also delivers a comprehensive, on-premises, enterprise-ready business intelligence (BI) platform that helps organizations to transform complex data into actionable insights.

Organizations and different industry verticals across the globe alike want more insights to transform their businesses and services. Microsoft recognizes this shift and has integrated SQL Server 2016 with the tools and resources required to be ahead of today's revolution curve.

Delivering his keynote, Sanjay Patel, Sales Director, Microsoft South East Asia said, "With upgrades in customer value spanning performance, security, performance, advanced analytics, and mobility, there are many reasons to celebrate about SQL Server 2016" ♦