

Business

Nissan Al-Babtain introduces first manufacturer-backed CPO program

Nissan Intelligent Choice caters to growing demand for CPO vehicles in Kuwait

KUWAIT: Providing buyers with safety, value for money and peace of mind, Nissan Al-Babtain is bolstering its Nissan Intelligent Choice fleet of Certified Pre-Owned (CPO) vehicles with the launch of first-of-its-kind manufacturer-backed warranty in the Middle East. Catering to a growing need for high-quality and cost-effective mobility, Nissan Intelligent Choice is an innovative program by Nissan that allows an increased number of buyers to partake in the joys of owning a certified pre-owned vehicle from the brand's extensive line-up and benefiting from the exciting performance, innovation, and reliability of a Nissan.

A global program that made its way to the region, Nissan Intelligent Choice covers the changing needs of customers in markets such as the UAE, Qatar, Kuwait, Bahrain, Jordan and Lebanon. Recording a year-on-year increase in sales, over 5,000 Nissan Intelligent Choice of certified pre-owned vehicles have been sold across the region to date, signaling Nissan's commitment to leading the industry towards greater transparency when it comes to sales, aftersales support, pricing and servicing.

All CPO vehicles sold under the Nissan Intelligent Choice program pass a stringent 167-point inspection

and reconditioning process, focusing on the cosmetic and mechanical aspects of a vehicle, to offer customers the highest level of quality and assurance. Maintaining a distinctive and desirable CPO fleet is made possible by ensuring all vehicles are less than five years old, have a clean history, and an untampered mileage of under 150,000 kilometers.

In addition to offering exceptional value for money, Nissan Intelligent Choice offers buyers a range of benefits, including but not limited to, higher residual values and peace of mind with up to two-year or 60,000km manufacturer-backed warranty that offers regional coverage and is transferable to other owners. This warranty accompanies all certified pre-owned Nissan vehicles and is radically different to dealer-backed warranties provided by other CPO programs in the market.

Customers are welcome to visit and interact with sales teams at showrooms located in Ardiya - Al-Qurain markets, Al-Rai and KFH showroom or online, as well as browse the exciting range of Nissan Intelligent Choice vehicles at select Nissan showrooms in Kuwait. Along with a dedicated retail space within showrooms, Nissan Intelligent Choice offers customers the same convenience



and flexibility they are used to when purchasing a certified Nissan vehicle.

Customers with queries and interest in gather-

ing more information can contact the dedicated call center on 1804 888 or visit the official website www.babtai.com.

Three risks putting hybrid work models in danger and what to do about it

By Werno Gevers

After the COVID-19 pandemic emerged in early 2020 and countries around the world went into lockdown, organizations embarked on rapid digital transformation at an unprecedented scale. A global McKinsey survey found that companies accelerated the digitization of their customer and supply chain interactions and their internal operations by three to four years.

Roughly 18 months after the first lockdowns, most organizations follow a hybrid work model that sees some employees working from the office some of the time, in between periods of remote work. Unfortunately, a new picture is emerging. The global cybercrime industry - already experiencing a period of unrestrained growth and expansion thanks to new attack tools and the growing digitisation of our everyday lives - is pouncing on the opportunity to exploit vulnerabilities in hybrid work models.

Hybrid work models offer a plethora of potential attack surfaces, with remote working employees especially vulnerable due to the generally lower levels of protection against cyberattacks on home networks and personal devices. In a recent roundtable discussion hosted by Mimecast, security leaders across the Middle East detailed their challenges with securing their hybrid workforce. One security leader recounted how threat actors targeted his organization's finance and accounting department with a flurry of impersonation attacks as they worked from home.

For some participants, the increase in cyber threats

has been a catalyst for greater investment into new technologies such as artificial intelligence and LTE. Security leaders at the roundtable discussion also cited the need for new policies and processes to ensure employees can work remotely without compromising organizational defenses. As hybrid work models are likely to remain for the foreseeable future, it is vital that organizations stay abreast of the new security risks and challenges created by hybrid work models. According to Mimecast research and insights gained from members of the discussion, there are a few main risks - internal and external - threatening the defenses of organisations across the Middle East:



Werno Gevers

Risk 1: User Behavior

User behavior plays a major role in strengthening organizational defenses and building greater resilience against data breaches. However, employees working in isolation while dealing with the mental impact of a global health crisis were more psychologically vulnerable, increasing the rate of risky user behavior. One example is the use of work devices for personal matters: research conducted by Mimecast in 2020 found that 87 percent of respondents from the UAE stated they use their company-issued devices for personal use. More worryingly, while all UAE respondents said they were aware that links found in emails, on social media or within websites can infect their devices, six out of ten (61 percent) still admitted to opening emails they thought suspicious. With some studies estimating that nine of out ten successful data breaches involve human error, organizations should invest in ongoing awareness training to equip end-users with knowledge and skills that can help avoid risky behavior.

Risk 2: Online brand exploitation

Globally, a sharp rise in brand impersonation

attacks is a cause of concern. Mimecast threat intelligence detected a 44 percent rise in brand impersonation emails directed at Mimecast customers in 2020, reaching an average of 27 million such emails every month. Top brands were welcome targets of fraudsters and cybercriminals. According to Mimecast's State of Brand Protection report, companies on the Brandz Top 100 Most Valuable Global Brands 2020 index experienced a massive 381 percent increase in brand impersonation attacks in May and June 2020 compared to January and February, before the pandemic struck.

In the UAE, 36 percent of respondents to the Mimecast State of Email Security 2021 report saw an increase in brand impersonation via counterfeit websites, and two in five had a rise in malicious email spoofing. Organizations across the region will need to look beyond their own perimeters to protect customers and partners from attack. Tools such as DMARC are essential in protecting their own domains from compromise, but that's only one step in protecting a brand from impersonation.

Machine learning powered web scanning and analysis of key indicators - such as new domain registrations and the issuing of security certificates - could help organizations stop cybercriminals before they can take their impersonation attacks live.

Risk 3: Lack of defensive depth

An over-reliance on boxed security solutions that accompany popular business productivity tools such as Microsoft 365 could be leaving organizations vulnerable to sophisticated attack. If native security tools fail to halt an attack, another tool should be able to compensate, thereby keeping organizations - and end-users - safe. A defense-in-depth strategy can improve an organization's overall security posture. Such a strategy needs to provide protection and visibility within the organization, at the email perimeter, and beyond, where the aforementioned brand exploitation and impersonation attacks can wreak havoc on organizations and their supply chains.

cant strides with its digital transformation journey, drawing attention to its advanced and innovative financial services and products. The bank successfully launched the digital service "opening bank account online" for new customers; citizens and residents within minutes without having to visit the branch.

KFH rolled out various innovative financial solutions such as: Live FX service, which provides live dynamic foreign exchange prices with favorable margins 24 hours a day, every weekday, instant cross-border payments service to at KFHTurkey using Ripple's technology, the free of charge "SWIFT GPT" service to track local and international banking transfers electronically for individuals and corporate via KFHonline, Kuwait Clearing Company KCC dividend subscription, transfer to KFHTrade, deposit of cheques via mobile, Cardless cash withdrawal by (QR Code, Civil ID & Mobile Number), and a complete update of KYC request "Know your customer". In addition, KFH offers digital services of opening a gold account with options of selling, buying and trading online, Skiplino to book appointments electronically in the banking branches, KFHPay electronic payment service through which the customer can pay through the KFHonline mobile application or via the K-Net page, Chatbot, Push Notification service, Instant Cheque Printing and receiving gold biscuits instantly through XTMs available at the smart branches: KFH Go, in addition to many other highly efficient digital services.

Mohammad Al-Hajri.

The bank stated that the salary campaign is aimed at customers who transfer their salaries of KD 500 or more to the Bank, especially Kuwaiti employees and residents working in the government, oil sectors and companies listed with the Bank as well as retirees, and take advantage of the benefits of this campaign and get an instant cash gift from KD 250 to KD 500 or an interest-free loan for a period of up to five years and up to KD 25,000, Kuwaiti pensioner, along with expatriate customers who transfer their debt to the Bank will receive an instant cash gift of 1 percent from their transferred debt. The bank stated that Al-Najma Account prizes are distinguished by the highest cash prize and diversity of prizes throughout the year clarifying that the account offers weekly prize of KD 5,000, monthly prize of KD 20,000 and a semi-annual prize of KD 500,000 in addition to the largest prize - linked bank account payout of KD 1,500,000.

Gulf Bank appoints Waleed Mandani as Deputy CEO

KUWAIT: Gulf Bank has announced the appointment of Waleed Khaled Mandani as Deputy CEO of Consumer Banking and Investments, starting yesterday. Mandani will be leading the Consumer Banking and Investment groups, while implementing the groups long-term consumer banking and investments strategy and maintaining its alignment with the digital transformation plan currently taking place at the bank.

Mandani brings to the table over 25 years of extensive banking and investment experience, having held numerous, prominent leadership roles across multiple, major financial institutions. Prior to joining Gulf Bank, Mandani held the position of Group Chief Retail and Private Banking Officer at the Kuwait Finance House Group.

Mandani received his Bachelor of Science degree in Business Administration from the University of Arizona in the US in 1992. He successfully completed a specialized training course in Decision Making Strategies at Harvard Business School in 2015 and an Executive Program in Project Management & Leadership from Cornell University in the US in 2011.



Waleed Mandani

AUB congratulates winners of Al-Hassad draw

KUWAIT: Ahli United Bank (AUB) held the weekly draw of 1 September 2021 of Al-Hassad Islamic account Al-Hassad Islamic account, the first Islamic prizes account in Kuwait which offers over 750 prizes over a 12 month period and provides numerous features. Such features include the simplest and easiest savings program, highest number of winners, largest prize value, loyalty multipliers, and unique account opening feature online with all ease with instant deposit option.

The bank announced 20 winners of KD 1,000 as follows: Mohalhal Khaled Al-Mudhaf, Schuster Otmar, Sanat Humoud Al-Rasheedi, Musthafa Unniyalukkal, Yousif Malallah, Saud Bu Haimad, Amir Abdulredha Al-Hussain, Islam Khan, Baheyyah Hetaimi Al-Dhafeeri, Israel Abu Husain, Khaled Saleh Majed, Mohammad Abbas Al-Ibrahim, Abdullah S A Al-Salood, Mohammad Hajej Ghadhiban, Abdulaziz Yousef Al-Saffar, Mohammad Hamad Al-Enezi, Faisal Salem Al-Azmi, Luluwa Jaber Ahmad, Nessorin Abdul Ghafur and Sameerah Abdulaziz Al-Barouni.

The draws of Al-Hassad include several cash prizes, such as KD 100,000 each Eid and the grand quarterly draw of KD 250,000 prize which continues to be a key aspiration for customers who are wishing to fulfill their dreams. Al-Hassad offers 20 weekly prizes of KD 1,000 for each winner. Furthermore, for the first time in Kuwait, the AUB Al-Hassad presents the "Privilege Draw", which is a quarterly draw of KD 25,000 exclusively for Al-Hassad customers who maintained their balances for more than one year and have not won a prize in the past five years. For all draws, the clients are eligible for one draw chance for each KD 50 deposited in their Al-Hassad account.

KFH: Huge customers' demand on 'instant card issuance' service

KUWAIT: Kuwait Finance House (KFH) has witnessed huge customers demand on "instant card issuance" service that has been introduced by KFH as the first bank in the world using a Hybrid Solution powered by NCR's solution.

KFH customers can now initiate and complete the whole card issuance process using over 100 "Self Service" terminals installed in branches and shopping malls within 3 minutes. Customers at their convenient time can print their own banking cards 24x7 using a "Self Service" Solution or through KFH online using QR code or while visiting the branch where KFH Customer Support Representative can initiate the card printing using a tablet during the account opening process or card replacement request. This confirms KFH's ongoing keenness to adopt the latest financial technology while delivering superior customer's banking experience.

With this innovative solution, KFH demonstrates its commitment to transforming branches using self-service and assisted services technology to improve customer experience. KFH succeeded in making signifi-

CBK announces winners of Al-Najma draws

KUWAIT: Commercial Bank conducted the weekly and monthly draws on Al-Najma Account and Salary Transfer Campaign yesterday. The draws were conducted in the presence of Ministry of Commerce and Industry representative Ahmed Al-Basman.

The results of the draws were as follows:

- 1- Al-Najma monthly draw - the prize of KD 20,000 went to the winner Eun Sang Choi.
- 2- Al-Najma weekly draw - the prize of KD 5,000 went to the winner Khalid Jamal Al-Abdallah.
- 3- Salary account campaign - the prize of up to KD 1,000 went to the winner Muneerah