



HES

SME lending platform that offers financial services in Saudi Arabia

Wa'ed success story

Discover how Wa'ed has successfully launched in the Saudi Arabian market in 4 months with the help of HES LoanBox.

Founded in	Markets	Team size	Type	Website
2013	Saudi Arabia	45	SME lending	waed.net

"We have placed our trust in HES FinTech's expertise to develop lending software and predictive analytics for our financial services. Their expertise will support the launch of our updated platform, which will benefit from automation, clear UI and UX, and a fully functional customer portal."



Mazen Alasnag

Head of Loan Management at Wa'ed

Challenge

End-to-end automated lending process

Wa'ed supports companies that aim to address major challenges like housing, climate, food security, and SME financing, helping accelerate innovation through investment and guidance. They needed a loan management platform to streamline operations and enhance scalability.

Approach

Business analysis followed by development

HES FinTech initiated the project with an in-depth business analysis to fully understand Wa'ed's requirements and market challenges. This analysis guided the development process, where the team designed a customized solution tailored to meet Wa'ed's goals. The focus was on creating an end-to-end automated lending system designed to streamline operations, enhance scalability, and reduce decision-making time. Close collaboration with Wa'ed ensured the platform aligned with their business model and regulatory needs, paving the way for a smooth implementation.

4 months

time-to-market

50%

reduction in decision-
making time

2X

increase
in applications

Result

Wa'ed surpassed numerous competitors in the Saudi Arabia market, showcasing remarkable business achievements

HES LoanBox allows borrowers to register and apply for a loan online, access their application/loan data, and receive money into a bank account within 5 minutes. The solution processes borrowers' loan applications from the initial step until the full reimbursement. HES FinTech's solution enabled the client to expand their operations and provide loans to a growing customer base. As a result, Wa'ed has emerged as a prominent commercial lending company in Saudi Arabia, renowned for its competitive interest rates and swift application processing.

Thank you for your attention!

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