










ASD
SOLUTIONS
FORWARD-THINKING TECHNOLOGY

Table of Content

-  **ABOUT COMPANY**
-  **VISION / MISSION**
-  **FOUNDER**
-  **OUR SERVICE**
-  **OUR PROJECTS**
-  **OUR CUSTOMERS & PARTNERS**
-  **CONTACT**



ASD SMART stands out as a trusted leader in smart financial technology, delivering secure, scalable, and innovative solutions tailored for banks and financial institutions.

With a commitment to digital transformation and financial inclusion, we empower our partners to stay ahead.

About Company

ASD SOLUTIONS is a cutting-edge technology company focused on delivering advanced digital solutions and intelligent systems for the banking and financial sectors. We specialize in artificial intelligence, cloud infrastructure, and data-driven technologies that accelerate financial inclusion, support digital transformation, and enhance operational performance. Our expertise spans electronic financial platforms, mobile banking applications, agent network solutions, and secure digital infrastructure. With a mission to provide scalable, user-centric, and future-ready technologies, ALASGAD (ASD) empowers financial institutions to lead confidently in today's fast-evolving digital economy.



Mission

We are committed to helping the banking sector achieve its digital ambitions by providing smart electronic solutions, expanding resilient agent networks, delivering custom mobile applications, and making financial services accessible to every segment of the community.

Vision

Our vision is to become the leading partner for banks and financial institutions by delivering innovative digital solutions that leverage AI, business intelligence, and advanced technologies driving financial inclusion, accelerating global digital transformation, and enabling smarter, more connected financial ecosystems.

A photograph of two hands shaking in a firm grip, symbolizing a partnership or agreement. The background is a blurred office environment with a laptop and a city skyline visible through a window. A large white circle with a yellow border is overlaid on the image, containing the text 'Our Value'.

Our
Value

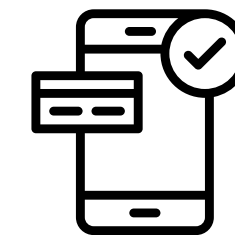
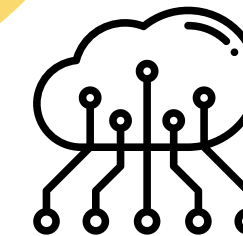
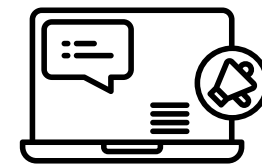
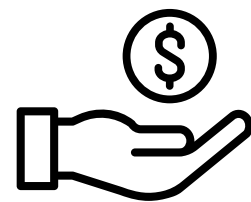
Founder

Dr. Assjad holds a Ph.D. from the University of Medical Sciences and Technology and a Master's degree in Project Management from Ahfad University for Women. Innovative Leader in Banking, Technology, and Strategic Project Management. With a strong background in banking and technology, she has built an impressive career spanning various leadership roles. She currently serves as the General Manager of ASD Solutions, a company specializing in technology and smart solutions. Previously, she held key positions in the banking sector, including Marketing and Business Development Manager at Sudanese Jordanian Aljazira Bank, Deputy Marketing Manager at the Saudi Sudanese Bank, and E-Sales Team Supervisor at the Bank of Khartoum. Her extensive experience encompasses marketing, strategic planning, digital transformation, and project management, with a particular focus on technology-driven solutions. Known for her ability to organize and lead high-performing teams, she employs a methodical approach to fostering collaboration and innovation, ensuring exceptional results in every endeavor.



DR. ASSJAD
ALKAZEM

Founder/CEO



1

2

3

4

ELECTRONIC FINANCIAL SERVICES

We provide secure, scalable, and innovative electronic financial solutions.

DIGITAL PLATFORM DEVELOPMENT

We build cutting-edge digital platforms that empower businesses with seamless, efficient, and user-friendly solutions.

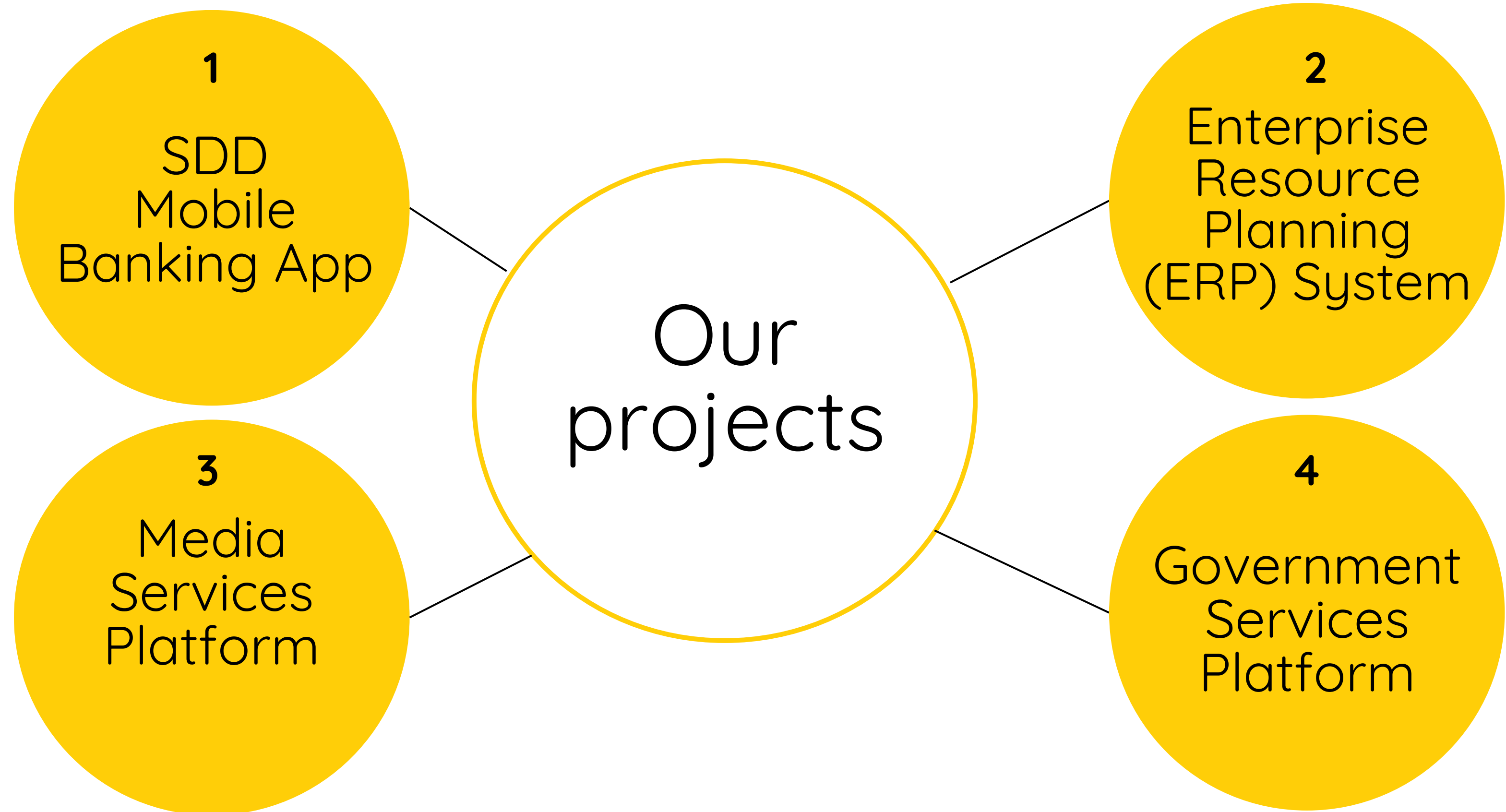
AI, CLOUD & DATA ANALYTICS

We help financial institutions improve operational efficiency, automate processes, and enhance customer experiences.

MOBILE & WEB SOLUTIONS

We develop high-performance mobile applications, websites, and e-commerce platforms tailored to modern banking and financial needs.





SDD

1

WHAT IS SDD?

SDD is a national digital banking platform that connects all Sudanese banks and brings together various service providers into one unified ecosystem.

2

HOW SDD WORKS

- Enables seamless money transfers between Sudanese banks.
- Supports transactions using bank accounts.
- Integrates with mobile wallets for the (Unbank).
- Connects service providers through a unified digital platform.
- Accessible via smartphones for digital financial transactions.
- Works through USSD on basic phones—no internet required



SDD

3

BENEFITS OF SDD FOR SUDAN

- Attracts and channels cash into the formal banking sector.
- Reduces cash handling to minimize health risks, theft, and pollution.
- Increases public engagement with the banking system.
- Unifies digital payment platforms under one national system.
- Introduces modern, globally-aligned financial technologies.

ERP System

1

WHAT IS ERP?

The ERP system (Enterprise Resource Planning) is a digital solution that enables organizations to manage their core operations, including finance, human resources, and production.

2

OBJECTIVES

It is designed to increase organizational efficiency, enhance transparency, and facilitate better communication across departments.

3

FEATURES

- Financial management.
- Human resource management.
- Production management.
- Data analysis and reporting tools.

Media Services Platform

1

OVERVIEW

The Media Services Platform is a digital system that enables institutions to deliver various media-related services, including news, announcements, and analytics.

2

OBJECTIVES

Its goal is to provide accurate and reliable information to the public, enhance transparency, and strengthen communication between institutions and their audiences.

3

FEATURES

- Real-time delivery of news and announcements.
- In-depth analytics and reports.
- Access to reliable information sources.
- Improved engagement between institutions and the public.

Government Services Platform

1

OVERVIEW

The Government Services Platform is a digital system that allows governments to offer a range of services to citizens, including e-services, financial, and healthcare services.

2

OBJECTIVES

Its aim is to improve citizens' quality of life, promote transparency, and increase the efficiency of government service delivery.

3

FEATURES

- Diverse electronic service offerings.
- Accurate and trustworthy information.
- Enhanced communication between government and citizens.
- Improved efficiency in public service delivery.

Our Customers & Partner

ASD Solutions proudly collaborates with a diverse range of clients and stakeholders across various sectors. Our growing network includes:

Industries We Serve:

- Banks
- Telecommunication Operators
- Government Institutions
- Non-Governmental Organizations (NGOs)
- E-Commerce Companies
- Value-Added Service (VAS) Providers
- Bill Payment Companies
- Corporates and Enterprises
- Retail Merchants and End Consumers
- Media Production Companies.

Solutions We Provide

Our partners rely on ASD Solutions for innovative and secure digital services that drive impact and efficiency.

- National Payment Systems
- Mobile Payments & Mobile Banking
- Cross-Border Remittance Solutions
- E-Commerce Integration
- Bulk Payment Services





COMPANY PROFILE

Let's Connect With Us!

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www.ASDSMART.com



We'd love to hear from you! Contact ASD Solutions today to discover how we can support your digital transformation and smart banking goals.

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