



# Breaking with Convention – HSBC Partners with Fast Growing Israeli Tech Company

Stepping away from the standard metrics global banks typically use to evaluate business opportunities, HSBC expanded the boundaries of its criteria and took a chance on local Israeli start-up Appsflyer when they needed a global banking partner. Launched in 2011, the SaaS Company is a leader in mobile attribution and marketing analytics, delivering independent measurement solutions and innovative tools to grow and protect mobile businesses around the world.

## The Business Challenge

With an aggressive global scale-up plan, Appsflyer's treasury team knew they wanted to partner with an onshore international bank who could help the young company realise their vision. At the same time, however, the financial activities of the company's global subsidiaries were well below what fit the conventional risk profile for most international banks.

## The Solution

After analysing the market in general and Appsflyer's business model in particular, Nadav Yigal, - Sales, Global Liquidity and Cash Management - made the case for partnering with the start up. "It was clear from the beginning that Appsflyer was no traditional company," Mr Yigal says. "Their rhythm and standards of business were different. They wanted to run fast, and we saw their potential."

True to their vision, the company grew quickly – more than 2800% between 2013 and 2016 alone. "This incredible growth added a new level of complexity to our operations, particularly our global cash management," says Yuval Levinson, Finance Director for Appsflyer. "We needed to be able to adapt easily as we grew without disrupting the seamless customer experience we pride ourselves on."

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To do that, HSBC helped the company consolidate their global cash management into a single platform. Now Appsflyer has 24/7 access to real-time views of balances and transaction activity across all HSBC accounts using HSBCnet, the bank's global e-banking platform. This gives them:

- ◆ Enhanced visibility
- ◆ Simplified processes
- ◆ Increased efficiency
- ◆ Complete scalability

Aside from opening accounts in new markets, HSBC has also helped the local Appsflyer teams navigate the differing business cultures. For instance, the bank held a seminar on the nuances of doing business in China for the company's HQ employees.

## The Result

Today Appsflyer have more than 15 offices worldwide with over 700 employees. "Despite HSBC's global size, they have local teams almost everywhere we are doing business – including here in Israel," says Mr Levinson. "We get the global support we want and need combined with the local banking partnerships that make doing business around the world easy."