

Inspiring digital ingenuity

ESDlife proves to be a rising star in digital innovation, snatching a myriad of coveted awards this year.

With a vision to propel Hong Kong into a true smart city, DS, the digital solutions business of ESDlife, has been developing creative and technically advanced applications to provide timely digital and mobile marketing solutions that transform lives. Over the years, DS has developed many iconic digital projects, with the most recent one being the application website of Li Ka Shing Foundation's HK\$1 Billion Crunch Time Instant Relief Fund, as well as the award-winning DBS Omni Mobile App and MSIG mobile app to name a few, attesting ESDlife DS as a recognized forward-thinking digital partner in the market.



State-of-the-art digital solutions

ESDlife, a joint venture between CK Hutchison and HewlettPackard, is renowned for its success in developing and operating the award-winning e-government portal for Hong Kong in 2000, revolutionising the lives of many. With its proven expertise and unparalleled experience in emerging technologies, ESDlife DS delivers best-in-class web and mobile application solutions to help businesses increase user engagement and enhance digital experiences.

Rising Need for Innovation Speed

With a soaring demand for convenient financial services today, ESDlife DS has been creating cutting-edge mobile apps and revamping websites for many of the largest banks and financial institutions in Hong Kong to deliver superior digital customer experiences. Emphasizing speed and simplicity, the websites or apps all feature a visually-appealing design and user-friendly interface to create a hassle-free online platform that performs a myriad of functions in just a few clicks!

Taking credit card application as an example, it usually takes a few weeks for the whole process to complete and to receive the approved card, but through utilizing the optical character reader (OCR), the entire application process is expedited through the credit card mobile app. The OCR technique enables the identification of text and characters of the submitted HKID card photo of the applicants, automatically filling in this information with a high degree of accuracy. A facial recognition technology is also introduced and applied to prevent online fraud by accurately verifying the identity of applicants.

Distributing HK\$1 Billion in 20 Days

Recently, ESDlife DS has been engaged in a meaningful, talk of the town project- 'Li Ka Shing Foundation's HK\$1 Billion Crunch Time Instant Relief Fund', developing and delivering the campaign website to ensure that qualified SMEs can apply for assistance in an accurate, secure and streamlined manner, allowing them to get through these hard times.

The website is separated into 4 clear sections which dictate the different phases of the project, benefiting the food and beverage industry; retail industry; travel industry; as well as hawkers. DS integrated Google Cloud Vision AI and implemented OCR technology into the application platform that has dramatically sped up the application submission process, accurately detecting and analysing important business registration information from images. Open data technology was also being used to validate the applications for streamlining the vetting process. Each application can be concluded in as little as 8 minutes, with the entire application and review process done within a matter of days, a display of true digital prowess.



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