



# Experience Sharing on Adoption of “iAM Smart” to Streamline Business Operation

採用「智方便」開拓嶄新服務體驗經驗分享



- FUJIFILM Business Innovation Hong Kong Introduction
- “iAM Smart” and Identity Protection
- Adoption of “iAM Smart”: FBHK Contract Signing Portal & Customer Use Case



- **FUJIFILM Business Innovation Hong Kong** was established in 1964 (formerly called Fuji Xerox)
- Over 1,000 employees in Hong Kong and 40,000+ regionally
- As part of FUJIFILM Holdings Corporation, we are devoted to solve one of the social challenges - critical and practical business issues
- Our Digital Transformation (DX) Vision is to help customers to create fulfilling workplaces through cutting-edge technologies





Key Technology  
Enablers

Consultancy  
& Methodology

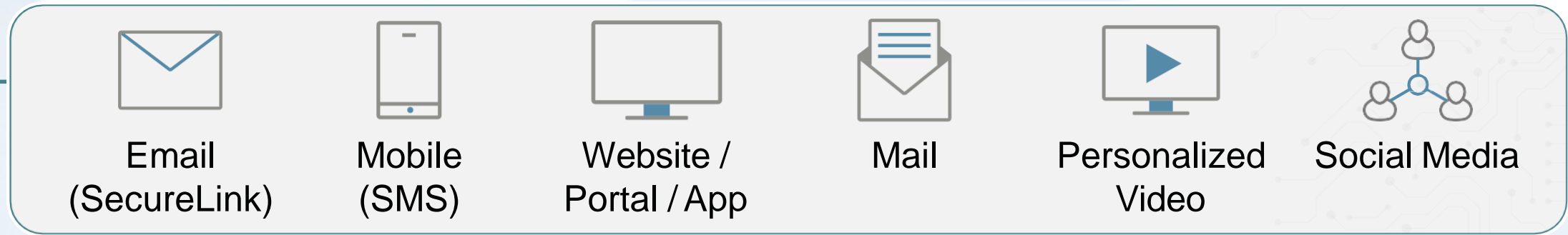
# Smart Workstyle

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# 智 · 型辦公

Success Case





**Total Experience**

Customer Communication Management    Omnichannel Marketing    Business Process Outsourcing

**Hyperautomation**

AI-enhanced Data & Document Ingestion    Low-coded Workflow & RPA    API Integration    Content Management    Digital Signing

**Cybersecurity Mesh**

Network Detection Response    User Entity Behaviour Analysis    Service Operation Centre

**Smart Workstyle**  
**智 · 型辦公**  
Your Business Innovation Partner

# iAM Smart and Identity Protection

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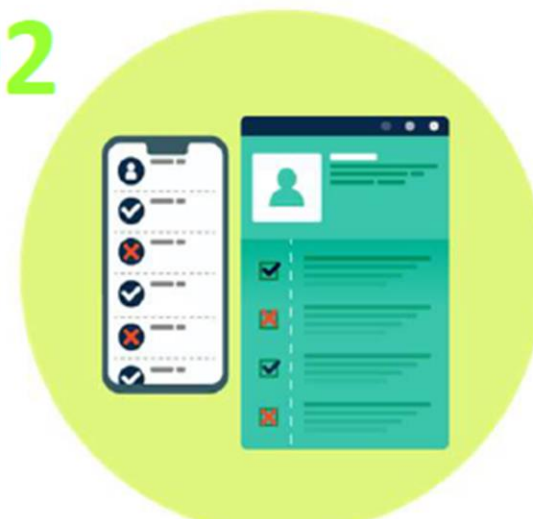
01



## 身份認證 Authentication

To have a single digital identity that enables simple and secure login to various online services

02



## 「填表通」 "e-ME" Form Filling

To store personalised data and enjoy the convenience by form-filling automatically

03



## 數碼簽署 Digital Signing

To sign digitally for documents with legal status





# Identity Protection – HKID vs iAM Smart





**iAM Smart** English


< Back to online service

**Log in with iAM Smart :**

1. Please open iAM Smart App in your mobile
2. Tap the scan button in iAM Smart App


**Scan QR Code**

3. Scan the QR Code



**Authorise “iAM Smart” to provide personal information**

1. Open “iAM Smart” app in your mobile device



2. Tap on “Authorise Now”
3. Tap on “OK” to confirm the authorisation

Cancel

**Provide profile information to**  
“Cervical Screening Information System”

• HKIC no.  
\*\*\*\*\*(\*)

**OK**

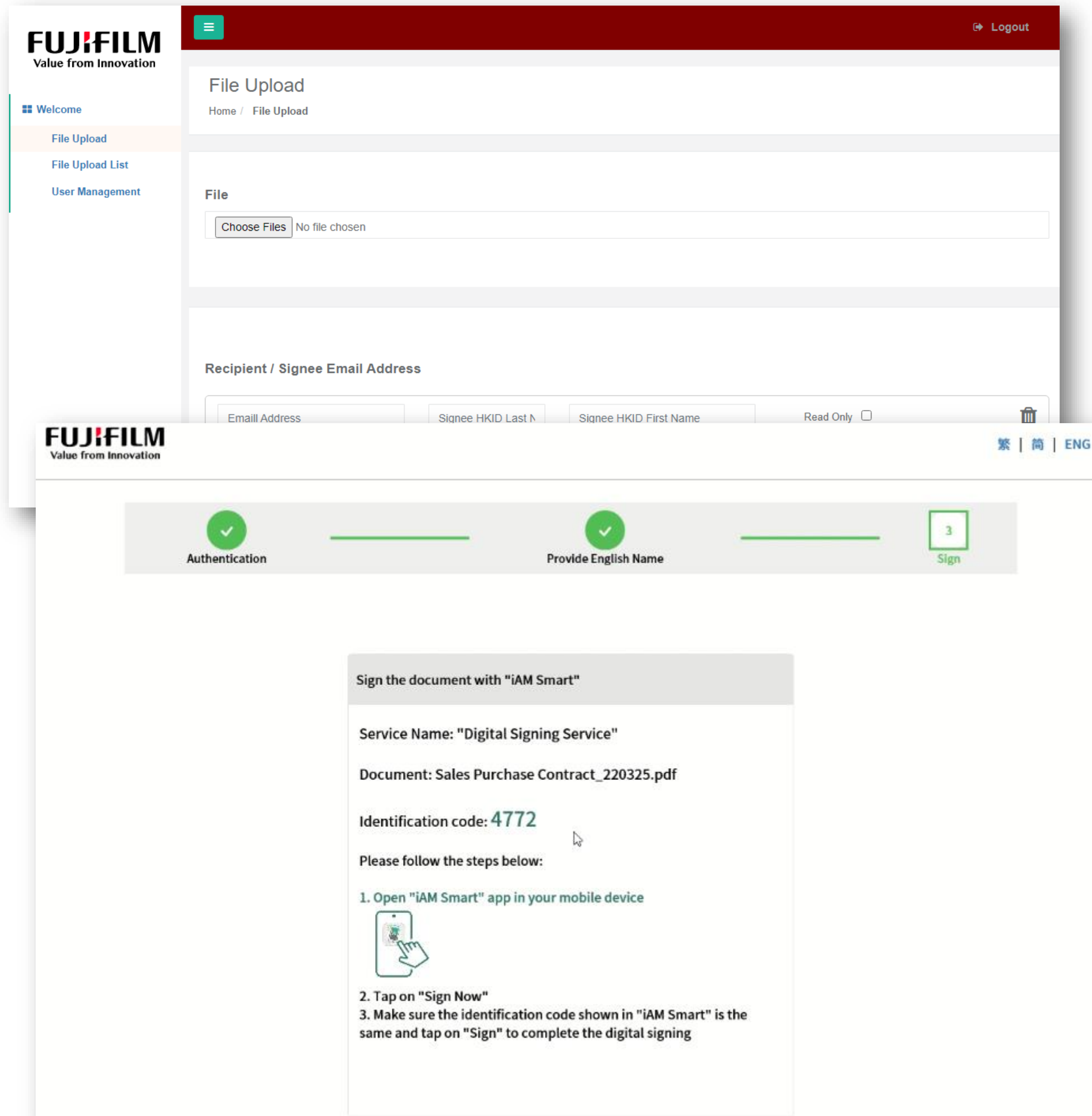
Cancel



# Adoption of “iAM Smart”: FBHK Contract Signing Portal & Customer Use Case

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## Business Issue:

- Hard to delivery or access physical contracts due to work-from-home policy during COVID

## Business Objectives:

- Safeguard the wellbeing of our employees and customers
- Reaffirm our commitment to help customers achieve their digital transformation strategies

## Project Description:

- Participate iAM Smart Sandbox program to learn and integrate iAM Smart features into business application

## Project Objectives:

- Utilize **iAM Smart Authentication** to verify credential for document access
- Leverage **iAM Smart+ Digital Signing** to sign business contract securely and remotely





## Contactless Digital Experience

Customers can confirm their identification to electronically sign legally binding documents anytime and anywhere.

## Legal Backing

Digital Signing Service is supported by the digital signing function of "iAM Smart+", provided under the Electronic Transactions Ordinance (Cap. 553) with legal backing for handling statutory documents and procedures.



## Secure Transactions

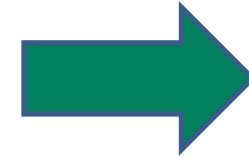
Digital Signing Service only involves the relevant signers of the document without involving third-party coordination or support. No personal data is stored after the signing and thus reducing the risk of data leakage and fraud.



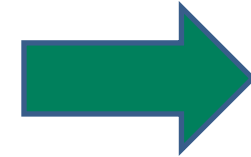
# Customer Service Enhancement Project – Note Issuing Bank in HK



- ATM Card
- Online ID & Password
- **iAM Smart** 



- 1) Select service
- 2) Scan QR code to retrieve designated form



Queue	<input type="text"/>
Job Number	<input type="text"/>
Date Received	<input type="text"/>
Description	<input type="text"/>
Notes	<input type="text"/>

- 1) Auto form filling (via **"e-ME"**)
- 2) Track form readiness and notify teller



- Teller provides last mile service
- Dashboard to monitor service level





智方便  
**iAM Smart**



**Golden Source of Personal Identity**  
Reliable identity information for  
online services



**Auto Form-Filling**  
Saving effort of inputting and  
verifying personal information  
repeatedly



**Save Resource on In-person Process**  
Complete critical transactions online  
w/o in-person identity verification



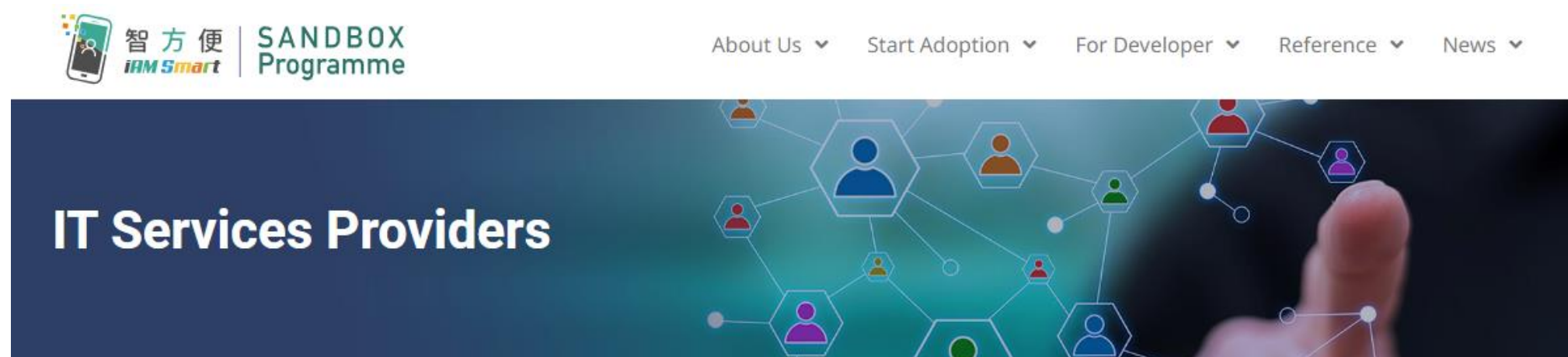
智方便  
**iAM Smart**



# Use iAM Smart to Protect Identity & Streamline Business Operation

Services	Authentication	"e-ME" Form Filling	Personalised Notifications	Digital Signing
BOCHK Investment account opening service Bank of China (Hong Kong) Limited		●		
BOCHK Remote Account Opening Service Bank of China (Hong Kong) Limited	●	●		
Bank of China (Hong Kong) Limited Branch Authentication Service (Designated Branch Services) Bank of China (Hong Kong) Limited	●			
"BOCG Insurance" - Customer Identity Verification Bank of China Group Insurance Company Limited	●			
Customer Identity Verification (WeMedi Outpatient Protector) Blue Insurance Hong Kong	●			
Customer Identity Verification (WeGuard PharmaEASY Protector) Blue Insurance Hong Kong	●			
Chief Commodities E-Account Opening Chief Commodities Limited	●	●		
Chief Securities E-Account Opening Chief Securities Limited	●	●		
MyLink - Bill Enquiry & Payment China Mobile Hong Kong Company Limited	●			
CLIO Mobile App China Life Insurance (Overseas) Co. Ltd	●			
CLP Power Mobile App CLP Power Hong Kong Limited	●			
<b>FUJIFILM Business Innovation Hong Kong - Digital Signing Service</b> FUJIFILM Business Innovation Hong Kong Limited	●			●

As a "User"



Please find below a list of IT services suppliers which have provided services of system development, security risk assessment and audit (SRAA) as well as privacy impact assessment (PIA) for various "iAM Smart" adoption projects. The list aims to provide some references for consideration by online service providers in planning their "iAM Smart" adoption project.

Interested IT services suppliers which have provided the aforementioned services for "iAM Smart" adoption can contact us by email to [iamsmart@cyberport.hk](mailto:iamsmart@cyberport.hk) for enquiries relating to enrolment for inclusion in the list.

**IMPORTANT:** Enrolment for inclusion in the list does not imply any endorsement, or pre-qualification of a company or its services by the government.

## System Development

Name of IT Services Supplier	"iAM Smart" Use Case	Contact Point	Email Address / Tel No.
<a href="#">FUJIFILM Business Innovation Hong Kong Limited</a>	Service Login Digital Signing	Stephen Chan	<a href="mailto:stephen.chan.sv@fujifilm.com">stephen.chan.sv@fujifilm.com</a> 2513 2751

As a Services Provider



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**FUJIFILM**  
Value from Innovation

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