



SAB Introduces Innovative Card Activation Solution with IDEMIA

With a simple tap of the card against a smartphone, SAB customers can activate their new cards instantly.

PAYMENT

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Saudi Awwal Bank (SAB) has become the first bank in the country to implement IDEMIA Secure Transactions' (IST) **“Tap to Activate”** solution. This initiative is part of SAB's commitment to enhancing customer transactions and providing a seamless and secure banking experience.

The **“Tap to Activate”** solution will integrate both physical and digital payment experiences, allowing their customers to efficiently activate new payment cards by simply tapping it on their smartphone. The service's robust authentication protocols allow for a secure, convenient, and hassle-free process that ensures only the customer can activate their card, eliminating the need for ATMs or phone banking.

SAB is proud to launch the innovative “Tap to Activate” solution in the Kingdom, reaffirming our commitment to secure and seamless banking experiences. By leveraging cutting-edge technology and our longstanding partnership with IST, we continue to meet the evolving needs of our customers. This initiative enhances convenience, supports the Kingdom's broader digital transformation goals, and sets new standards in customer experience.

Bandar Al-Gheshayan, Chief Wealth & Personal Banking Officer, SAB

We are excited to strengthen our partnership with SAB through the launch of the innovative “Tap to Activate” solution. In today's era of convenience, simplifying the user experience has never been more crucial. SAB's keen understanding of evolving consumer needs and market trends exemplifies their customer-centric and forward-thinking approach. By moving beyond the physical card and entrusting IDEMIA with a digital solution, SAB affirms the high-quality standards that we are trusted to deliver.

Serigne Dia, Vice President of Payment Services, Middle East and Africa, IDEMIA Secure Transactions

SAB and IST share a longstanding partnership, having previously collaborated on eco-friendly rPVC payment cards for the bank's customers and exclusive premium metal cards for its high-net-worth clients. This latest venture underscores their shared commitment to innovation and customer-centric financial solutions.

SAB remains at the forefront of driving innovation and advancing digital infrastructure, fully aligned with Saudi Arabia's Vision 2030 goals of building a robust and secure digital economy. By harnessing cutting-edge technologies and introducing pioneering secure banking solutions, SAB continues to play a vital role in transforming the financial sector.