

RHB launches its Get Your Hack On in search of talent, innovative solutions

By Digital News Asia June 1, 2021

- Up to US\$6.3k in cash prizes and AWS credits, with MDEC & MaGIC as partners
- Part of a larger effort to foster stronger ties with Malaysian startup ecosystem



RHB Banking Group (RHB) is calling all innovators to develop breakthrough ideas and co-create solutions that deliver superior customer experience in digital banking through its inaugural Get Your Hack On (GYHO) virtual hackathon happening in June 2021.

GHYO will be held from 11 to 13 June 2021 with the winners announced at the Grand Finals on 19 June 2021. This hackathon brings together fintechs, innovators, and technical partners to work with tech talents from various disciplines.

"As we face the challenging headwinds caused by the pandemic, we are also embracing the plethora of opportunities arising from shifts in the banking landscape. The accelerated digital consumption has resulted in the influx of new digital consumers. To ride on this digital tsunami, we are reinventing our customer acquisition and engagement models through the digitisation of customer journeys as well as driving a multitude of initiatives across the innovation value chain," said Ganesh Mahendranathan (*pic*), Head of Innovation at RHB.

GHYO is also part of a larger effort by RHB to foster stronger ties with the Malaysian startup and business ecosystem whilst targeting to work with up to 300 techies to drive customer-



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centric and digitally-driven innovations. It is a platform for rapid prototyping and will challenge the participants to generate great ideas over a weekend.

build stronger in-house digital and technology capability. The banking leader is closely monitoring and adapting to the effects of the pandemic and working to understand the long-term impact on the interconnected financial system by using their expertise to help customers make good decisions in today's highly volatile operating environment.

The event is an opportunity for participants to not only build a network with fellow hackers and win up to US\$6,300 (RM26,000) in cash prizes and Amazon Web Services ("AWS") cloud credits but to also work with one of the leading banks in Malaysia. Application designers, developers (front-end and back-end, full stack), business analysts, UI/UX designers, technical architects, business architects, scrum masters, digital strategy experts, and many more related roles are being scouted to join RHB to be part of its digital transformation journey.

AWS will be RHB's technical partner for this event providing additional tools, cash and prizes for the participants, with support from Malaysia Digital Economy Corporation and Malaysian Global Innovation & Creativity Centre as the community partners.

Get more information on RHB Get Your Hack On 2021 and [sign up](#) before 7 June to participate or email them at hello@jomhack.com.

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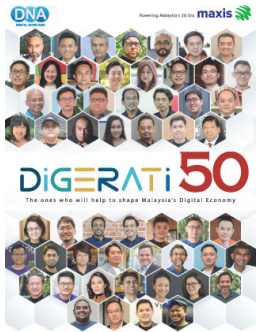
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