

FUSION DIGITAL BANKING

8 Questions to ask About Your Digital Banking Solution

When you consider that your digital presence is your largest branch, and often times the main integration point for your new features, it is important to partner with a provider that aligns with your strategic goals.



Business or consumer, at home or on the go, the user experience should be the same.”

Here are eight key questions you should ask about your digital banking solution.

1. How Does the Digital Solution Affect Your User Experience?

Most digital providers can give you the fundamentals such as bill pay, remote deposit capture, and eStatements.

With **Fusion Digital Banking**, powered by Malauzai, the end-user is at the heart of our solution. Our user centered design means you have the same, easy-to-use and intuitive experience, regardless of how your users are accessing accounts. Business or consumer, at home or on the go, the experience is the same.

2. Does the Vendor Offer a Single-Platform?

Not all providers have a true “single” platform. Take the Single Platform Challenge and determine if you are reaping the benefits or if you are stuck on a siloed solution.

3. How Easy is it to run the Reports you Need?

Real data in real time means real business decisions. You should be able to access the information you need, when you need it.

Data analytics were built into the foundation of Fusion Digital Banking. We understand that real data, in real time, is vital for decision-making and tracking. With a robust set of standard reports, and the ability to export additional data, you now have information presented in the way you need it, when you need it, to help with vital strategic decision-making and improved employee productivity.

Open APIs and Segmentation Allow Institutions to Create Unique and Tailored Banking Experiences



27%

27 percent of consumers would consider a branchless digital bank if they were to leave their current provider.



71%

71 percent of U.S. consumers consider their current banking relationship as merely transactional.



51%

51 percent of consumers want their bank to proactively recommend products and services.



48%

48 percent of consumers are interested in a spending analysis that both is real-time and provides a "forward view."

The white paper, [Mission Critical](#), details what consumers are seeking from their banking experiences

4. Does Your Digital Branch Reflect Your Unique Brand?

Your brand reflects your employees, institutional legacy, and the community you serve. Shouldn't your largest branch (digital) also reflect your brand? With our robust configuration settings and segmentation model, you can deliver a custom-looking application, without the custom cost.

Fusion Digital Banking **Segmentation** creates an opportunity to engage your individual users and differentiate your institution through unique segments with customized branding, personalized functionality, and marketing, all in a single system.

5. Can Your Digital Solution Meet Your Strategic Growth?

Finastra's **Open Banking** philosophy allows you to add additional features and functionality to meet changing consumer demands. Also, Finastra charges only for active end users. That means there is no need to spend time purging old accounts. Think of it as "pay as you grow".

6. How Many Passwords do Your Users Have?

Disparate systems means two passwords and two user names for online and mobile. And, quite simply, it is too confusing. A single user name and password can be used for all your accounts, mobile and internet, consumer and business. Password resets should also be self-service.

7. What Systems Does Your Digital Banking Integrate With?

With new fintech providers emerging every day and your account holders' needs quickly evolving, it is vital that you chose a solution that allows an open banking philosophy. **Open APIs**, through open banking, allow you to partner with "best-of-breed" providers, so that you can tailor a solution to meet your individual market needs.

Fusion Digital Banking offers over 200 integration points.

8. What Choices are Your Peers Making?

As branch traffic continues to decline, it will be vital for community banks and credit unions to embrace new ways to engage their community at large. Some institutions are choosing to launch digital-only charters to compete with emerging fintechs and "challenger banks". As account holders age and move, a digital branch offers consistency, comfort, and a communication touchpoint, anytime, anywhere.

Ready to Explore Your Digital Banking Options?

[Contact us](#) today to discuss how Fusion Digital Banking can transform your largest branch.

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at [finastra.com](#)

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