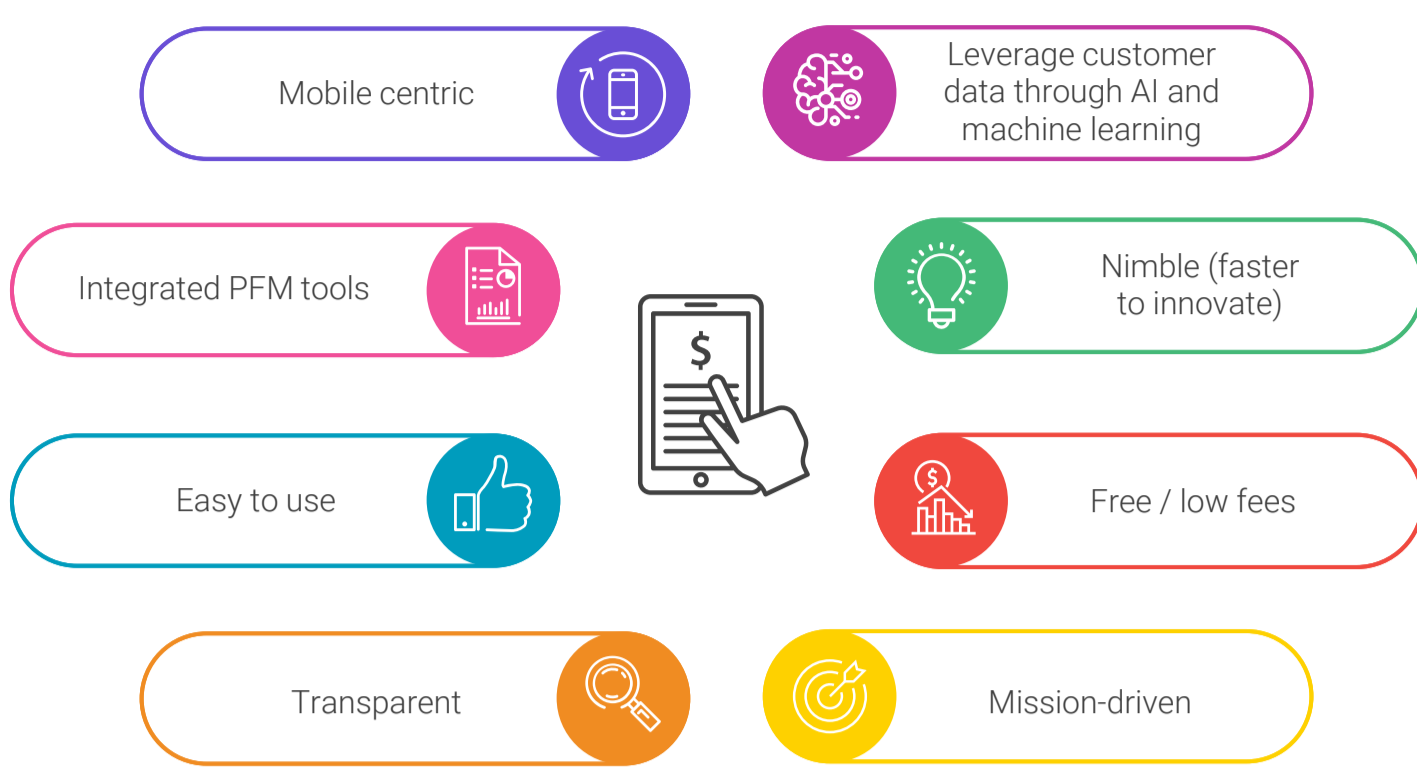


Challenger banks: reshaping customer experience

Launch a bank for the future within 100 days using next generation banking in the cloud

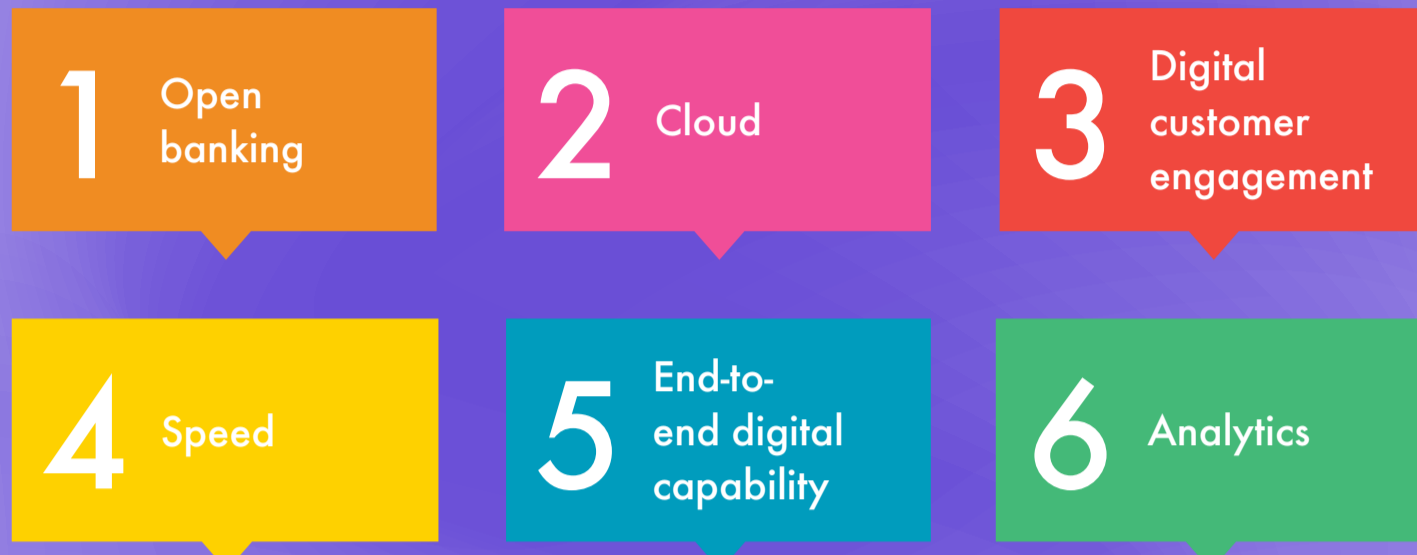
Building the bank of the future

Banking is experiencing a major shift, driven by seismic technology and market changes. Challenger banks are disrupting traditional banking models, rapidly making inroads into the sector's profits by offering agile, digitalized alternatives.



All banks need to ensure their technology platforms are in tune with their business strategies.

Key factors to deliver a next-generation banking experience:



Digital to the core – Connected Banking

Banks need to increase digital capacity and capabilities from end to end.

Finastra's digital proposition is based on five key principles:



Open banking is now the de-facto standard for banks globally

An open banking and platform-based business approach is both a differentiator and an opportunity to serve unbanked and underbanked segments.

1 million

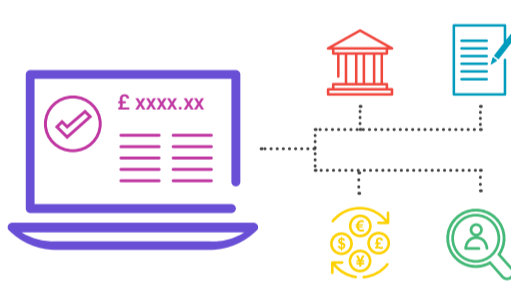
customers now use open banking in the UK¹

27%

Just 27% of adults in Southeast Asia have formal bank accounts³

£115bn

Lending to customers by UK challenger banks has more than doubled in the last five years²



Open banking enables banks to develop new services

250m

unbanked adults in Southeast Asia³

The only way is Cloud

Challengers Banks need a scalable platform that enables them grow so they can, very quickly, exploit their uniqueness in line with their business model. For challenger banks **#theonlywayiscloud**



Fusion Essence Cloud

A cloud-enabled solution that helps banks to drive superior Digital customer engagement such as customer onboarding, online and mobile banking.

\$299bn

The Global Cloud Computing market will grow to \$299.4 bn in 2020⁴

Finastra helps challenger banks to deliver a native cloud banking experience

[Find out more](#)

Finastra is changing the way that modern banking software is built and distributed with FusionFabric cloud, our platform-as-a-service solution that unlocks innovation in financial services.

We are championing collaboration and encouraging innovation by opening up our core systems so third parties can develop applications on top.

To find out more, visit finastra.com/challengerbanks

1. finextra.com/newsarticle/35101/open-banking-customer-numbers-surge
 2. cityam.com/lending-to-customers-by-challenger-banks-reached-record-high-last-year-study-finds
 3. World Bank Data
 4. <https://go.forrester.com/blogs/predictions-2020-cloud>