



# Misys press releases

The latest news from Misys

## Misys brings next generation digital channels SaaS offering to the US

*FusionBanking Essence Digital enables banks to leapfrog the competition  
with award-winning mobile and online banking capabilities*

**BAI Retail Delivery, Chicago**, 12 November 2014 – Misys, the leading [financial software](#) company, today announces the launch of its digital channels solutions to the US market – based on a Software-as-a-Service (SaaS) model. These award-winning mobile and online banking applications are recognized for their uniquely customizable interfaces and advanced sales capabilities. US banks will be able to turn their mobile and online banking businesses into their most successful sales channels.

174 million people in the US own a smartphone, equating to 72% of the mobile market and 54% of the total US population<sup>1</sup>. Yet only 1.1% of banks' sales are currently made through the mobile channel<sup>2</sup>. Misys FusionBanking Essence Digital incorporates intelligent marketing analysis which delivers 'on target' product recommendations directly and interactively to a customer. This not only is more effective in creating greater revenue, it strategically positions the bank as an advisor, further building trust and loyalty.

Misys FusionBanking Essence Digital provides banks faster delivery through pre-configured implementation for accelerated time-to-value. Selecting a SaaS delivery model provides a safe path for banks to stay at the cutting-edge of digital channels, while converting a typically huge upfront investment into an affordable pay-as-you-go model. Banks can use this solution to implement features much more quickly, such as bill pay, remote deposit capture and split bill.

"Mobile banking represents the new battleground on which banks are fiercely competing for customer acquisition and retention", states Rick Salk, Regional Director, North America, Misys. "The field is far from level – it favors challenger banks which execute with speed and

---

<sup>1</sup> comScore, MobiLens and Mobile Metrix reports, October 2014

<sup>2</sup> Efma database



# Misys press releases

The latest news from Misys

agility, over larger financial institutions with complex infrastructures. With FusionBanking Essence Digital, banks can create a unique customer experience, on a par with e-commerce innovators such as Uber, Snapchat and WhatsApp. The advanced sales enablement features that include personal financial management and gamification increase banks' ability to cross-sell and create new revenue streams.”

FusionBanking Essence Digital is a modular suite of digital banking applications, pre-integrated with a number of core banking systems. This enables banks to deploy new banking applications rapidly, with minimal disruption to the existing IT landscape. It results in rapid implementation of streamlined, customer-centric profit drivers through front-end applications and channels without having to overhaul core systems.

- Ends -

**For further information please contact:**

Edward Taylor  
Director – External Communications  
T: +44 (0)20 3320 5530  
E: [edward.taylor@misys.com](mailto:edward.taylor@misys.com)  
[www.misys.com](http://www.misys.com)

## About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit [www.misys.com](http://www.misys.com) and follow @MisysFS on Twitter.