



( THE FUTURE OF  
FINANCE IS OPEN

RETAIL BANKING

FUSION ESSENCE

# THE CORE BANKING SYSTEM THAT MAKES YOU CUSTOMER-RELEVANT IN A DIGITAL WORLD



# Build the Digital Future of Your Bank

Interactions matter more than transactions. The key to success is to offer the right product at the right time, through the right channel.

## Be Customer Relevant

Banking is undergoing huge transformation. All banks must adapt to the new market dynamics and must deepen their engagement with the digital savvy customers to secure a future. Turning data into intelligence is key to understanding your customers' needs, in order to position the right product, at the right time, through the right channel. Are you relevant to your customers now and will you be in 5 years?

## Accelerate Time to Market

Financial products are more transparent today. Competition is intense and innovation is essential. Being able to out-innovate your competitors and bring to market the most compelling and relevant products will ensure your bank is a leader in its market. How long does it take you to launch new products?

## Drive Profitable Growth

Since the financial crisis, banks worldwide have slashed outgoings to reduce costs. Now they must innovate and use technology to find new efficiencies and drive profitability. Do you know which branch, which product, which customer is your most profitable?



76%

of banks look to replace their digital channels solution in the next 18 months<sup>1</sup>

[Read more](#)



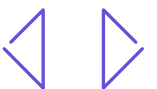
45%

improvement in net profits as a result of digital transformation<sup>2</sup>

[Read more](#)

<sup>1</sup> Source: Forrester

<sup>2</sup> Source: McKinsey



# Accelerated Transformation with Rapid Time-to-value

Banking is being restyled by technology. As transactions move from the physical to the digital, Fusion Essence helps you build customer engagement.

⊕ Hover over image to enlarge

## Technology Is a Prime Driver of Banking Success

But many technology projects fail to deliver on their promises of increased efficiency and enhanced revenues. All too often, software development runs behind schedule and over budget. As well as incurring direct costs, banks suffer the opportunity costs of missed revenues and the increased operational risk of speculative technology. Is there an alternative?

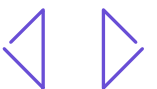
## Change the Bank

Fusion Essence offers an alternative to high-risk core system replacement. We will not replace a core banking system unless we truly believe there is significant added value for a bank – and that the bank is ready to change. Our philosophy is to use a core system replacement as an opportunity to not only modernize the system, but to change the bank for the better. Fusion Essence will open up new revenue opportunities, create new efficiencies and launch you into new markets.

## Realize Value More Quickly

Unlike traditional core system replacements – where banks will not see a return on investment until several years after the project's completion – Fusion Essence positions you to plan a transformation journey based on business success. This way, you can modernize revenue-generating areas first, according to business priorities. Your transformation is self-funding and carries a lower risk.

Ferratum selected Fusion Essence and Fusion Digital Channels as its core banking system and digital channels.



# Your Customer Is Important to You. Are You Important to Your Customer?

In the digital age, customer expectations are increasingly set beyond banking. Accustomed to an engaging online and mobile experience and better informed, they demand more and can be less loyal. So how do you win and retain customers?

With Fusion Essence, you can become more customer-relevant. The solution delivers improved data quality that gives you a rounded view of the customer across all channels and enables you to create product offerings at the point of customer need.

## Be Customer-relevant

Fusion Essence unlocks the data within your core, creating a single customer view and improved customer profiles. Now you can offer your customers tailored, relevant services, at meaningful times in their lives: you can take the business to them rather than waiting for customers to come to you. More configurable and intelligent customer profiling and targeting means marketing campaigns can be targeted and tailored at an individual level for maximum impact.

## Out-innovate Your Competitors

Bring to market the most compelling and relevant financial products. Fusion Essence has been proven to reduce the time taken to design and create new products by up to 60%. And with integrated digital channels, you can get these products out to your customers far quicker than before, and present them in a contextual way – increasing the effectiveness of your marketing campaigns. In addition, Fusion Essence is PSD2 ready and its Open APIs will enable collaboration with third parties to help you monetize quickly on Open Banking.

## Differentiate Your Customer Experience

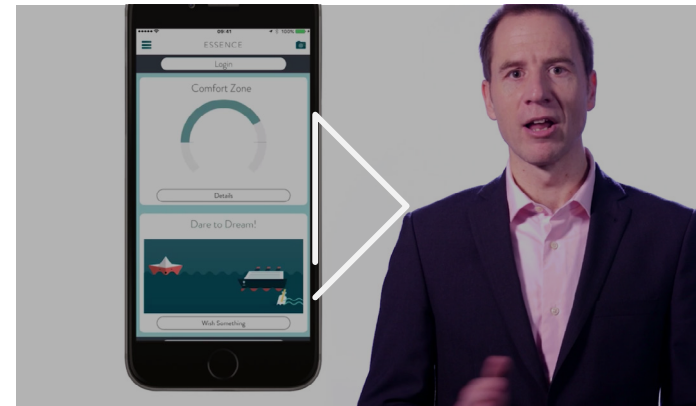
Benefit from the proactive, predictive selling that many established online retailers enjoy. With Fusion Essence, you can provide a seamless omni-channel experience that makes it easier and quicker for customers to buy new financial products and services. Your customers can research and submit applications for financial services across any channel, as they wish.



The way that people choose to bank is changing fast, and investing in innovative digital services allows us to deliver high-quality, next-generation experiences that customers increasingly expect.”

**Peterjan van Nieuwenhuizen**

Head of Digital Banking, BTPN



Outside-in Retail Banking: Simpler, faster, smarter.



# Case Study: Banco CTT Shakes up Portugal's Retail Banking Market

Modern and flexible core banking systems give Banco CTT the agility it needs to rapidly launch new products and scale up operations as its business grows.

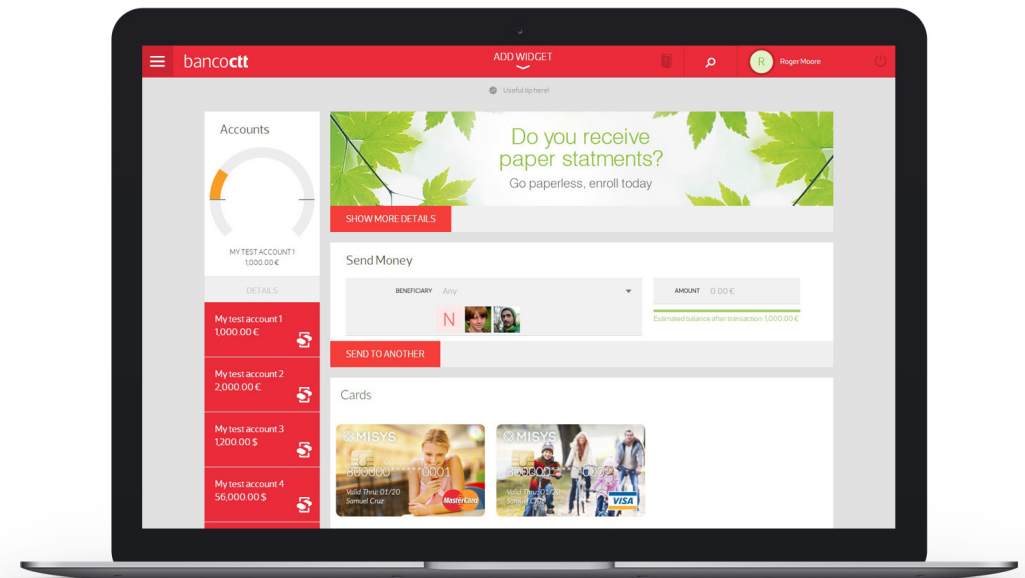
Banco CTT is a new bank launched by CTT Correios de Portugal, the country's national post service. It is based in CTT's retail network and follows its parent's principles of proximity, simplicity, transparency and value for money. Headquartered in Lisbon and having opened 51 branches in one day in March 2016 (the biggest branch opening in Portugal's history), Banco CTT is growing rapidly across the country.

With ambitious plans to capture a significant percentage of the Portuguese retail market, Banco CTT recognized the importance of building a solid and compliant technological foundation for its core operations. The bank aims to create an exceptional customer experience both in-branch – with plans to run a national network of 200 branches just one year after launching – and across digital channels.

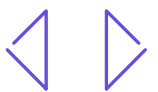
Banco CTT selected Fusion Essence as its core banking platform and Fusion Digital Channels. The bank worked closely with Finastra and Deloitte to create banking products that will give customers a great experience from onboarding, as well as quick and convenient access to services.

With a modern, easy-to-use core banking solution, Banco CTT is able to rapidly expand its branch network. The ability to provide simple omni-channel services means it can offer an attractive, unique customer experience, boosting engagement and satisfaction, and helping grow its market share.

COO Luís Amado explains: "Our aim was to launch the new bank in seven months. We realized it would be easier to achieve this by working with a tried-and-tested 3rd party vendor. The support from Finastra and their partner Deloitte was instrumental to keeping us on track."



[Watch the case study](#)



# Fusion Essence – Integrated Banking System to Create Synergy and Rapid Value for Banks

Fusion Essence goes beyond core banking to provide the integrated banking system that can transform your bank into a market leader.

## Fusion Digital Channels

Fusion Digital Channels Online and Mobile banking will set your bank's offering apart from the pack. Helping you deliver quickly a unique, personalized and relevant customer experience, it will differentiate your offering and increase your customer engagement.

## Branch Network

With 90% of banks' sales still being completed in branch, in particular more complex services, Fusion Teller incorporates a modern browser-based branch processing to help you create a more efficient branch network and offer superior customer experience end-to-end.

## Single Customer View

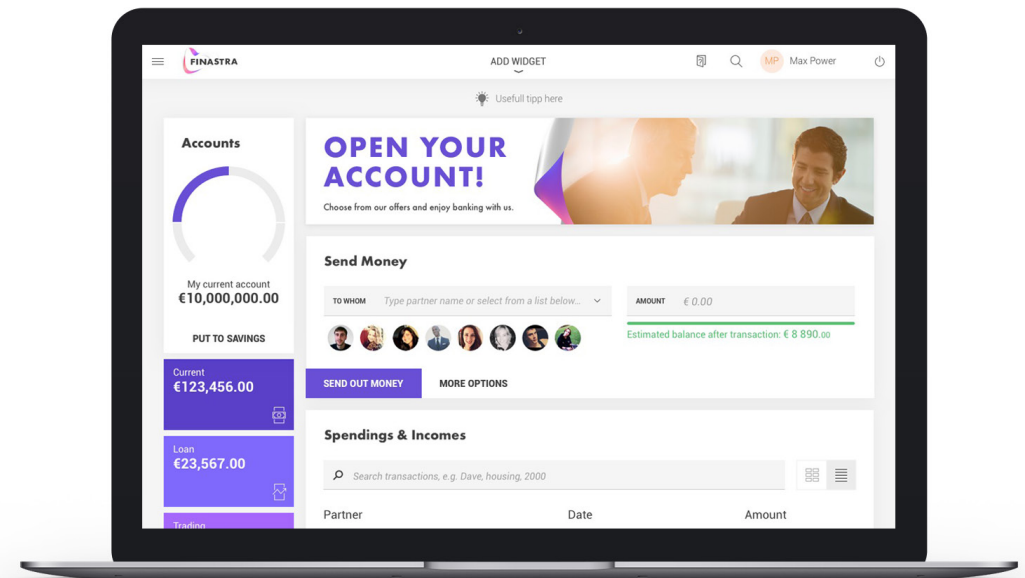
Banks need to improve their customer knowledge to provide a more personalized service – across all channels, but most importantly in digital channels, where there is no human interaction. Party Management enables banks to centralize customer information, creating a single customer view with party relationship information that can be leveraged enterprise-wide.

## Fusion Insight

Unlock the value in your data and turn it into actionable insights. Fusion Insight is an in-memory analytics engine that enables you to analyze data in real-time, on any dimension. Use it to gain insight into the profitability of customers, branches and products and deliver services that customers value most.

## Workbench

Out-innovate your competition and launch new financial products that truly reflect your customers' needs. Fusion Essence's design-time environment provides a consistent approach to modelling and building components, modules and composite applications. This workbench is proven to make it easier for banks to develop services and transform them into comprehensive applications.



[Read more](#)



# Expand and Streamline Your Service

Fusion Essence's sophisticated functionality spans product design, payments, loans, fees and more, helping you deliver a service that sets you apart from competitors.

## Campaign Management

Each interaction with a customer is an opportunity to understand their needs and present the appropriate marketing message, driving new revenues. Use Fusion Essence to deploy customer insight across your channels. With a display featuring embedded sales prompts, Fusion Essence enables you to deliver personalized marketing messages and optimize each customer contact.

## Payments

To satisfy customers' diverse payment needs, banks must offer a wide choice of payment services. Fusion Essence supplies banks with a rich set of Sweeps, Standing orders, Direct Debits, ACH payments, Cheques, Drafts, SEPA payments and SWIFT transfers for domestic and international payments.

## Loans

Retail lending is a vital profit driver for banks and is set to grow exponentially. Fusion Essence boasts end-to-end lending – from features that accelerate loan origination by eliminating manual processes through to processing and servicing.

## Fees and Pricing

Maximize non-interest income with Fusion Essence's sophisticated fees and charges capability. A variety of fee calculation methods can be offered on a matrix of customer, product, currency and other variables. These charges can be online, periodic and bundled.

## Current, Savings and Deposits

Fusion Essence provides a rich set of Current, Savings and Deposits features to satisfy the needs of diverse customer bases. It supports Time, Notice, Call, Current and Savings, Multi-currency accounts, Recurring Deposits, Instalment deposits and Tax-exemption deposits with many variations possible based on interest, fee and amount combinations.

## General Ledger and Accounts

Fusion Essence provides a flexible and configurable real-time, multi-currency accounting and general ledger platform. It has configurable account number structures and accounting rules.

 Hover over diagram to enlarge

[Read more](#)



# Adopt, Operate, Advance

Finastra Services comprise specialized teams across consulting, delivery, training and support. Together, they enable Finastra to consistently deliver great customer outcomes with our solutions.

By leveraging our people, ecosystem and a wide range of enablement tools and approaches, Finastra Services help you to maximize the time to market, user experience and return on your investment in our Fusion solutions.

Finastra Services are provided to you in three evolutionary stages:

**Adopt.** Our consulting teams work with you to optimize the use of Fusion solutions to unlock their full value. Their recommendations are then passed to our delivery teams who leverage industry-leading tools and approaches to implement the solution with minimal disruption and risk.

**Operate.** The Finastra Academy delivers the required training to your teams to ensure you are proficient at using and managing the Fusion solution. Going forward, we deliver the level of support you need to optimally run the solution in line with your requirements.

**Advance.** Once the solution is delivered and fully operational, Finastra Services teams work with you to ensure ongoing business agility through the continuous delivery of Fusion service packs and components and where desired, a move to [FinCloud](#) and our platform for open innovation, [FusionFabric.cloud](#)

## Award winning solutions



### Yoma Bank Winner of the Asset Triple A Asian Awards

Most Innovative Core Banking Project & Best e-banking in Myanmar 2016 with Finastra's Fusion Essence



### FS Tech Awards 2015 Winner

Online Technology Provider of the Year



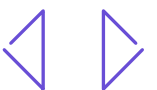
### Gartner Magic Quadrant 2014 & 2016: International Retail Core Banking

Fusion Essence: 'Leader'



### Finnovate Europe 2014

Fusion Essence: 'Best of Show'







Contact us

### About Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today –spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location – from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 48 of the world's top 50 banks use Finastra technology. Please visit [finastra.com](http://finastra.com)

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