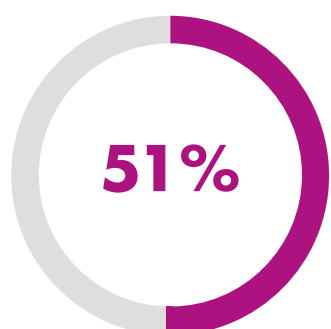


# GAINING A SPECIALTY BANKING EDGE IN SMALL BUSINESS BANKING

Small Business owners across the United States are asking for relationship based services that local banks and credit unions already provide. By layering on digital innovation and tools, community based financial institutions are ready to compete in an often overlooked segment.



Small Business owners likely to leave their current large insitution for a local bank or credit union in the near future



**3 out of 4**

Small Business Owners say personalized service is key to choosing a financial institution

## CREATE A SMALL BUSINESS BANKING EDGE

**REMINDE THEM OF WHAT THEY KNOW**  
 47% of business owners say that location is key to selecting a financial institution and will choose to bank their business and personal needs at the same institution. Target your marketing messages to education account holders on solution offerings.

**TAKE A LOAD OFF**  
 Small Business owners wear a lot of hats. They are looking for a financial service provider who will steamline their processes and give them back time in the day.

**THINK LOCALLY**  
 Community based lenders approve 50% more Small Business loans that large institutions, pointing to their unique insight into local culture and personal understanding of regional business trends.



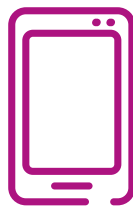
**STAY AGILE**  
 Small Business operate in a lean manner and needs can arise quickly. Be prepared to respond to customer and member requests quickly.

**GET DIGITIZED**  
 The last thing a business owner needs is more cumbersome tasks. Make account opening, loan application and routine financial service tasks accessible by various digital channels so business can keep on the move.

## FINASTRA CAN HELP



**CORE BANKING**  
 Fusion Pheonix automates every stage of lending operations including interest options, draw schedules and collateral tracking.



**DIGITAL BANKING**  
 Fusion Digital Banking provides a consistent, omni-channel experience for consumer and business users.



**LENDING**  
 End-to-end business and commercial loan origination, document mangement and servicing solutions designed for portfolio growth

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](http://finastra.com)