

Anticipate needs and offer the right digital tools to make lives easier.

[Check out our paper](#) on how future-forward machine learning insights kick into gear predictive and prescriptive analysis for next-best product offers.

They can also be retrospective, and help with ways to solve historical challenges.

Finastra is unlocking the power of finance for everyone by creating a platform for open innovation in the world of financial services. To find out more, visit finastra.com



Digital Activity Dashboard

Leverage account holder digital activity scores, to increase engagement while optimizing costs. Identify digitally active users who are likely to adopt eStatements, Remote Deposit Capture, or other solutions, to assist with personalized marketing campaigns.

Fusion Digital Banking Insights

Do you have an analytics solution that lets you target high potential adopters? Calculate the ROI associated with faster adoption, and track savings results over time?



Logins

Understand login behavior by state and frequency, including time of day, and day of week login trends.



Products

Understand adoption over time, popular product combinations, and enrollment growth to determine cross-sell and upsell opportunities.



Accounts

Understand types of accounts, important metrics and trends associated with balances and transactions, and credit vs. debit account usage



And more! To discover how to create more personalized banking experiences, learn more [here](#)