

Solution

Finastra Originate

Harmonized digital origination for deposits,
loans and mortgages

Bring new business on board faster

Designed for the digital age, Finastra Originate offers a consolidated and compliant platform for loan, mortgage and deposit account applications.

For today's account holders a seamless digital experience has become the norm. Thanks to sophisticated e-commerce platforms and the innovative user experiences provided by new challenger banks and fintechs, consumers now expect all digital services to be equally intuitive and simple to access. The COVID-19 pandemic gave extra force to this trend, and for many financial institutions customer interaction has moved almost entirely online.

So, for financial services organizations operating in an increasingly competitive sphere, success depends on a smooth digital application process for financial products such as loans and deposit accounts that are the engine of new business. Yet simplicity for account holders must also be accompanied by the highest levels of security and compliance, all in an efficient and error-free process.

Financial firms have historically had to use different systems for originating loans, deposits and mortgages, creating different internal processes as well as inconsistent user experiences for account holders.

Originate changes all that.

With design thinking and the account holder's experience in mind. Originate is unique in offering a single solution for the full spectrum of origination types, so financial institutions can set up their entire digital channel with a common look and feel. Seamless integration between Finastra and third-party core banking solutions allows for maximum efficiency in a minimum amount of time.

Real-time decisioning is at the heart of Originate, providing instant approval and access to new accounts, and the ability to add account specific services such as debit/ATM cards, digital statements and overdraft protection.

Originate makes it easier for financial institutions to gain share of wallet, expanding revenues and increasing market penetration.

Originate: key benefits



Cover the entire spectrum of origination needs from consumer and business deposits to mortgages, consumer loans and business loans



A streamlined origination process that guides the account holder every step of the way



A unified, modern UX for applicants across all experiences providing economies of scale



Access unified support and implementation processes



Drive growth strategies whether through deposits or lending



Scale digital business cost-effectively



Consolidate origination

Powerful features for all origination types

With robust features for combating fraud and ensuring compliance, Originate can be tailored to handle the subtleties of mortgages, loans and new deposit account applications for both consumers and businesses.

Best-in-class experience, whatever the account

Highly configurable, Originate can be tailored to match your branding and the specific characteristics of your product range.

Multi-channel capability ensures a consistent experience for account holders across all account types.

Mortgages

Originate includes all the features of Mortgagebot, which enables account holders to explore rates, fees and products; complete an application in minutes; get instant approvals; and receive immediate online disclosures – from anywhere they have internet access.

Covering every point-of-sale origination channel, Mortgagebot helps community banks and credit unions to boost efficiency, reduce costs, streamline compliance and close more loans, faster. Over 1,400 institutions nationwide use Mortgagebot for automating loan applications, pricing, approvals, disclosures as well as providing a seamless on-line application experience for borrowers.

New accounts

Originate provides a full suite of capabilities for originating new deposit accounts as well as loans. Providing a unified process across all channels, this solution gives account holders the same experience regardless of how they open their new account or what type of account they open: personal deposit, business deposit, business loans, consumer loans, or credit cards.

Originate provides real-time decisioning, approval and access to their new account, and the ability to add account-specific services such as debit/ATM cards, digital statements and overdraft protection.

In addition, account holders can open multiple accounts within a single session, making it easier for the financial institution to begin building a lasting relationship with their new account holders.





The value of Originate

Built on design thinking, Originate delivers one-stop consumer functionality, covering the complete spectrum of origination needs from a single portal, including support for business and consumer deposit and lending functions.

Originate offers a seamless and repeatable customer experience across all channels and processes. Simply put, this means that consumers will have the same, consistent, easy-to-use experience whether they are opening a business checking account, a consumer savings account or taking out a loan, just to name a few of the available options.

The advantages of Originate include:

Simplicity: A simplified interface makes it easy for financial institutions to configure and create a consistent branded experience and to tailor workflows to handle real-time changes.

Cohesion: By incorporating conversational tones, breaking processes into actionable chunks and marking progress at each stage of the application process, consumers are led seamlessly through account opening.

Consistency: Designed to meet ADA guidelines and mobile-use best practices, consumers encounter the same easy-to-use interface whether interacting through computer or mobile device.

Intuitive: Using collective inputs Originate incorporates an intuitive flow. Collecting contact information up front allows later fields to be prepopulated, eliminating the need to rekey information, an activity that often leads to application abandonment.

Omnichannel: Originate connects consumers, businesses and backend associates into one harmonized experience. Bank associates have the same simple user functionality as consumers, with easy back-end tools that provide complete visibility into customer and member interactions. This improves the overall experience as customers can start an origination in one channel and seamlessly pick it up again in another without bank associates needing to ask for details already provided.

Maximized Use of Data: Easy-to-view dashboards simplify data access and provide actionable insights, including conversion and approval rates as well as peak interaction times for more efficient staff resourcing. Consumer metrics are also broken out, providing a valuable look into behavior. With this detailed insight, financial institutions can better inform marketing campaigns.

Streamlined workflows: It's now possible for customers to explore products and open single or multiple accounts in a matter of minutes, allowing banks and credit unions to transform their website or mobile app into an on-line sales channel.

INNOVATING FINANCE TOGETHER

Finastra partners with customers to deliver reliable and secure mission-critical financial services software shaped by their needs and driven by innovation.

Contact us

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