



DRIVING DIGITAL BANK GROWTH AND EXPANSION

Setting the gold standard for launching digital banks

Digital banks are popping up everywhere, and for very good reasons. Some incumbent banks have launched digital subsidiaries to jumpstart a digitalization strategy, while others have seized digital as a new business opportunity. Why?

There can be no doubt that digital banks fuel deposit growth and redefine the economics of account acquisition and management. With a far lower cost base, digital banks can afford to pay higher interest rates on deposits. This can help fund an incumbent bank's lucrative lending portfolio.

But digital banks also enable customer-centric banking and seamless customer journeys across channels and financial products. All banks want to do this, but it's only strategically possible with digital technologies.

FIS® is the power behind some of the world's most successful digital banks. Discover how our pioneering approach and groundbreaking technologies are reshaping global banking.



FORWARD-THINKING PARTNERSHIPS IN LOCKSTEP WITH YOUR BANKING GOALS

A BRAND REINVENTED

Challenge

With a proud heritage and assets of \$560M, this financial institution wanted to launch a digital bank to scale its delivery capabilities and grow, leveraging its well-known brand.

Solution

FIS provided a comprehensive suite of banking solutions to support an ambitious growth strategy. Capabilities include account servicing, mobile app access, payments, remote deposit capture and virtual back office.

Outcome

The new bank was launched quickly and on budget. The client was confident in the knowledge that it could meet its U.S. regulatory compliance obligations from day one.

A TIER-ONE U.S. FINANCIAL INSTITUTION

Challenge

As one of the world's largest financial institutions, this bank wanted to offer an exceptional customer experience, while reducing costs and consolidating on future-proof digital technologies.

Solution

The bank adopted a range of complementary FIS solutions to support a comprehensive range of digital banking activities and personalized products that improve the lives of its customers.

Outcome

With its modern, cost-effective architecture, the bank offers high-yield savings accounts with attractive rates, free wire transfers from savings accounts, and high-yield CDs with no minimum deposit.

A NEW DIRECT-TO-CONSUMER BANK

Challenge

This highly diversified financial services giant has operations worldwide. To broaden its client base, it sought to launch a new "direct-to-consumer" bank. The new bank would embrace digital technologies to offer end-to-end digital banking.

Solution

The bank opted for an FIS-hosted solution and launched a digital subsidiary to boost deposits and align costs with business success.

Outcome

Through its new digital subsidiary, the bank can extend its reach at minimal cost. As well as winning new customers, its flexible platform empowers the bank to offer customers bespoke offers and services.

A PROUD HERITAGE AND A MODERN VISION

Challenge

With \$187 billion in assets, this bank is a household name in the United States. As part of a modernization journey, it wished to launch a digital subsidiary with minimum speculative investment.

Solution

As its strategic technical partner, FIS provided a complete digital bank as a hosted solution. Key themes of the deployment were that, with FIS alongside, the bank would benefit from experience, engagement, and speed to market.

Outcome

The new digital bank has been extremely successful with significant growth since its launch. FIS delivered on its promise to provide a complete digital bank that would fuel profitable expansion.

A BANK THAT'S ALIGNED WITH THE LIVES OF ITS CUSTOMERS

Challenge

With assets of \$580 billion, this bank wanted to launch new digital products and deliver financial advice digitally. It also wanted to participate fully in the vibrant financial ecosystem so it could play a bigger role in the lives of its customers.

Solution

FIS provided an outsourced digital banking solution to help the bank meet its short-term business goals and test new business and operating models. The solution offered a digital service for new account holders in a unique digital context.

Outcome

The groundbreaking venture proved how modern technology could drive business growth through innovation. The bank has adopted the "model bank" as a vehicle to modernize its entire processing infrastructure.

A DIGITAL GROWTH STRATEGY FUELLED BY CHECKING ACCOUNTS

Challenge

A pioneer and market leader in cards, this major bank wanted to diversify into checking accounts for small businesses and retail customers. But to do so cost-effectively and profitably, it needed to adopt a digital-first strategy.

Solution

The client leveraged FIS' investments and expertise by integrating new functionality using APIs. The solution removes the need for speculative investment by outsourcing to FIS and aligns costs permanently with business success.

Outcome

With FIS as its partner, the bank can be confident that its technology is digital, modern and future-proof. Free from the worries of technology upgrades and regulatory compliance, the bank can focus on growing its business.

PAYMENTS GIANT OFFERS HIGH-YIELD DIGITAL SAVINGS ACCOUNTS

Challenge

With a market capitalization of \$300 billion, this payments bank is a major player in e-commerce. As part of its ambitious growth strategy, the payments giant sought to diversify into deposits. In partnership with another major U.S. bank, it needed a consolidated digital platform to act as a system of record and manage interest calculations.

Solution

FIS provided a modern digital-banking core and a suite of digital tools to offer real-time processing, a modern look and feel and the ability to scale quickly.

Outcome

The bank now offers high-yield savings and transactional accounts to a new and growing customer base. Its ambition is to provide 300 million accounts within five years.

A DIGITAL STRATEGY FOR A GLOBAL INVESTMENT BANK

Challenge

As a wholly owned subsidiary of a major international financial services group, this bank wanted to digitalize its operations as part of a modernization strategy. It also committed to a new organizational structure across different geographies. This required a platform that could support a multi-tenant/multi-country implementation.

Solution

The bank chose an FIS digital core to facilitate a progressive global digitalization, driven by specific business challenges and incremental benefits.

Outcome

The bank is undergoing a multi-year digital transformation with no disruption to business as usual. Digital technology is being deployed continually along with new methods and ways of working.

With FIS as your partner, you can launch a digital bank that's aligned with your business strategy. Whether you want to modernize your infrastructure progressively or build a new bank from scratch on a greenfield site, FIS can provide the technology and expertise to build your success story.



To learn more about launching a new digital bank with FIS, contact your FIS relationship manager or getinfo@fisglobal.com



About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, absolute performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS ranks #241 on the 2021 Fortune 500 and is a member of Standard & Poor's 500® Index. To learn more, visit www.fisglobal.com. Follow FIS on [LinkedIn](https://www.linkedin.com/company/fis), [Facebook](https://www.facebook.com/fisglobal), and Twitter ([@FISGlobal](https://twitter.com/FISGlobal)).

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