



# PRACTICAL TIPS FOR LAUNCHING A DIGITAL BANK TO A NEW MARKET

A fintech checklist for digital banking success.

Around the world, digital banks are popping up everywhere, and it's easy to see why. The global digital banking market is expected to reach USD 2,048.53 billion by 2030, growing at a CAGR of 54.8% from 2023 to 2030.<sup>1</sup>

There are many compelling reasons to launch a new bank – to appeal to a new market segment, such as millennials and Generation Z who want banking aligned to their digital lifestyles; to extend a brand into a new or adjacent market; or to reach a new target audience, such as the underbanked, small to medium enterprises (SMEs) or the gig economy.

Technology makes banking more personalized and ubiquitous across devices and applications. With the right partner and a tech-first approach, you can launch your bank in weeks rather than months and then build the optimal customer experience for your new client base.

<sup>1</sup> - [www.grandviewresearch.com](http://www.grandviewresearch.com)

## Here are 6 tips for digital bank success:



### 1 THINK BIG AND START SMALL

With a modern, componentized architecture, you can shorten time to market and reduce the cost of ownership. Choose your core foundational components, such as loans and deposits, then extend into new areas, such as loyalty schemes, advanced analytics and insights. You can plug in new components as needed to build a customer-centric bank driven by success.



### 2 MOVE FAST AND REDUCE FRICTION

We live in impatient times. Customers want to self-serve from wherever they are and at any time. They demand real-time frictionless experiences from account opening and transactions to servicing, insights and advice. With a flexible architecture, you can create exciting real-time customer propositions that add value and build loyalty.



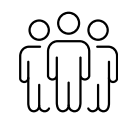
### 3 KEEP AN OPEN MIND

Open banking is sweeping the world, and APIs are redefining the banking value chain. You need an event-driven, component-based architecture to participate in a vibrant, real-time financial ecosystem that's constantly changing. With the right approach and modern technology, you can predict customer needs and deliver on-time, all the time.



### 4 EMBRACE CLOUD

With a cloud-native platform, you can leverage the cloud's scale, performance and elasticity to align processing with your exact business needs. Grow your business, safe in the knowledge that your operating costs are aligned with business success and there are no technical limits to your success.



### 5 PUT CUSTOMERS FIRST

With a digital bank, you can actually put services back into your financial services offerings. By committing to an agile technology strategy that includes DevOps, microservices and data analytics, you can create unique user experiences and innovate faster. Harness the power of APIs to integrate new functionality and services quickly and securely and deliver them in context.



### 6 GET HELP

There is a growing awareness that banks cannot succeed alone. With the right technical partner, you will achieve more in less time, and you'll be free to manage your brand and bank.

## Interested in hearing more?

The team at FIS would be delighted to discuss with you how we can help you choose the right technology to build and launch a successful digital bank.

Please contact us at [getinfo@fisglobal.com](mailto:getinfo@fisglobal.com)

## About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to address business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.



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