# FIS

# BANKING AS A SERVICE (BaaS) FOR BANKS

**Enabling you to offer banking services remotely, expanding your prospective customer base to include consumers beyond your retail branch doors**

## The banking ecosystem is evolving – are you?

Embedded finance is on track to capture up to 26% of the global small and medium business banking market by 2025 – representing nearly $124 billion in value.* Financial institutions and fintechs alike are poised to benefit from this transformation. Banking as a Service (BaaS) enables you to extend your reach to a new customer base, at their point of need.

BaaS refers to banking services that are easily completed within a non-financial brand's digital environment. By embedding banking capabilities, BaaS creates seamless financial experiences in digital locations not limited to within your four walls. BaaS is one approach to delivering your financial institution's embedded finance vision.



**FIS EMBEDDED FINANCE**

LENDING
BANKING
VALUE ADDED SERVICES
KYC / AML
ACCOUNTING
MONEY MOVEMENT
CASH FLOW INSIGHTS
PAYMENT ACCEPTANCE

## BANKING AS A SERVICE

Account Opening

Balance Inquiry

Debit or Prepaid Card Issuing

Remote Deposit Capture

KYC, KYB, AML

ACH, Wire, Real-Time-Payments

Bill Pay

# How it works

Three parties, all with distinct roles, partner to enable our BaaS ecosystem to work.

**1** — **Financial Institution, License Holder**
Bank or Credit Union that partners with the fintech to offer financial products

- Own the bank charter and MTLs, alongside supporting all parties with their expertise on regulation/compliance
- Own the financial products that are exposed through FIS Platform via APIs

**2** — **FIS, Enabler**
The company that provides the medium for financial capabilities to go from the bank to the fintech

- FIS is the technology partner to both Banks and Fintechs and facilitates the relationship with both parties
- FIS offers a full suite of products enabled through bundled experience APIs on the FIS Platform

**3** — **Fintech, Brand**
The (non-bank) business that wants to use or offer financial services that complement their products

- Owns the end user relationship and buys needed experiences from Bank via FIS Platform to support customer journeys
- Embeds these experiences via API within their existing UI/UX

# What's in it for you?

This new evolution of banking, Banking as a Service, brings banking services even closer to where the customer sits today. BaaS can help your bank:

- **Remain competitive in the digital age >** Banks can fast track to a technology offering and change the valuation narrative

- **Reduce customer acquisition costs >** Reduced from $100 to $200 to between $5 to $35*

- **Increase revenue >** Banks can charge for permissioned data access or collect fees and transaction revenue share from partners

- **Increase its number of partnerships >** Fintech partnerships create a collaborative experience to win

## What's in it for fintechs?

For a bank to be successful in this space, the fintech needs to be successful. There are many benefits of offering BaaS for the fintech as well:

- **Comprehensive customer experience >** Offer a full integrated simplified business ecosystem to customers

- **Activate new revenue streams >** Substantially increase margin on established customer relationships

- **Increase customer satisfaction and stickiness >** Improve brand loyalty and the overall lifetime value of a customer

- **Gain customer insights >** Higher visibility of customer data and understanding of how to serve them better

## Experiences available today

BaaS embeds bank products and services through user experience APIs to fintechs. Explore BaaS capabilities:

### EXPERIENCE APIs

| Banking | Cards | Security Tools | Money Movement | Service Accounts |
|---|---|---|---|---|
| Account opening | Issue debit/credit cards | KYC & KYB | ACH transfers | Current balance & history |
| FBO & On-Core accounts | Virtual, physical & tokenized | Transaction fraud detection | Wire transfers | Transfers & payments |
| Ledger & virtual accounts | Debit card payments | Multi-factor authentication | Bill pay | Bank statements & transaction history |
| KYC & KYB | | Developer Dashboard | Book transfers | Account & card controls |
| | | API key management | Debit card payments | Disputes & chargebacks |
| | | Direct access to all data | | Virtual Back Office |
| | | Disputes & chargebacks | | |

## Let's connect

Ready to explore this game-changing new offering for your bank?
To learn more about the benefits of BaaS and activate this experience, email us at **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, system 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 is a member of the Fortune 500® and the Standard & Poor's 500® Index.

**www.fisglobal.com**

**getinfo@fisglobal.com**

**twitter.com/fisglobal**

**linkedin.com/company/fis**

**ADVANCING THE WAY THE WORLD PAYS, BANKS AND INVESTS™**