

Article

Cards will remain key for APAC – here’s what it means for banks

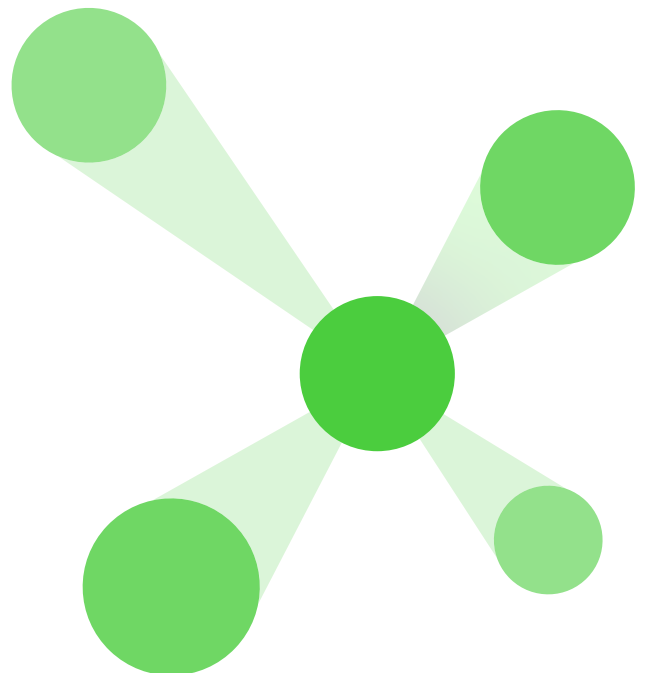
Unlock your card platform to improve customer experience



Why cards remain key to APAC payments

How can modern banks keep money in frictionless motion? Some good news for APAC banks: card payments have hit new heights. On the flipside, banks now face new competitors in card issuing. These include neobanks, fintechs and retailer banks (for example, Singapore’s Anext, Australia’s Afterpay, SM Banking in the Philippines and AEON Bank Japan).

At the same time, according to independent industry reporting, approximately **78%** of established retail banks in APAC see modernising their systems as a core priority¹ – driven by the urgent need to improve customer experience and journeys. Many banks are also rationalising their card portfolios, modernising older products and standardising new products acquired through mergers and acquisitions in recent years.



1 - Fintech News Singapore, 1 August 2025: "Core banking systems modernization now a necessity in SEA".

Switching to modern issuing systems

Streamlining and modernising issuing systems is a wise decision, particularly as it mitigates the risks associated with legacy platforms, each with its own approach to transaction and system security. Reducing the number of issuing platforms through modernisation also helps banks compete with new players. Modern tech stacks provide features that can help banks' efforts to keep pace with increasing regulatory expectations, such as the Reserve Bank of India's 2025 regulatory upgrade to the safety and efficiency of India's digital payments ecosystem.²

Additionally, new issuing platforms help banks get new products to market more quickly. They can introduce premium and high-feature cards which consumers are willing to pay more for, as well as new features such as BNPL, virtual card issuance for online use, and card management apps.

Today's issuing platforms can empower new revenue streams, thanks to insights gleaned from data on consumer spending patterns using AI. Deploying AI also enables improved functionality across a wide range of business areas, from identifying and preventing fraud to creating new loyalty programs. AI-enabled tools can assist with customer enquiries and optimising interchange rates.

To remain competitive in a rapidly evolving payments landscape, banks need issuing solutions that go beyond traditional card issuing management. They need an agile, API-driven platform that's cloud native, seamlessly integrates into their technology stacks, enables new revenue streams, and supports cards as the anchor of a multi-rail payments strategy. The FIS® International Issuing Hub reduces the cost and complexity of modernisation by integrating efficient issuing technologies into existing bank systems.

International Issuing Hub provides banks a primary point of integration, significantly reducing the complexities, risks and costs associated with engaging multiple providers. The API-first, cloud-native architecture enables rapid integration with digital channels, embedded finance partners, and fintech ecosystems. This allows banks to issue, manage and innovate at pace, enabling banks to launch initial products in as little as approximately three months, depending on bank readiness, scope and regulatory approvals.

Banks can provision cards directly into wallets at issuance, enabling near-immediate use for customers. At the same time, customers benefit from advanced fraud prevention features, including AI and machine learning-powered transaction monitoring, behaviour tracking, biometric security and dynamic authentication methods.

2 - Businessworld India, 17 September 2025: "RBI Moves To Secure India's Expanding Digital Payments Backbone".



To learn how FIS® International Issuing hub can help keep money in frictionless motion by offering faster, more secure and more seamless card programs to drive growth, contact your relationship manager or contact us at [FISglobal.com](https://www.fisglobal.com).

Unlock card growth

Money at rest. Money in motion. Money at work.™

FIS card solutions help move money more effectively.

Our **technology** powers the global economy across the money lifecycle.

Money at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.

Money in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.

Money at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit FISGLOBAL.COM. Follow FIS on LinkedIn, Facebook and X (@FISglobal).


 fisglobal.com/contact-us

 linkedin.com/company/fis

 x.com/fisglobal

This material is for information purposes only of the intended recipient. We have taken care in the preparation of this information but will not be responsible for any losses or damages including loss of profits, indirect, special or consequential losses arising as a result of any information in this document or reliance on it (other than in respect of fraud or death or personal injury caused by negligence). Terms and conditions apply to all our services. The content of this material may not be reproduced without prior consent of FIS.

© 2025 FIS.
FIS and the FIS logo are trademarks or registered trademarks of FIS or its subsidiaries in the U.S. and/or other countries. Other parties' marks are the property of their respective owners. 4103234

 **Advancing the way the world pays, banks and invests™**