

November 2025

Datos Matrix: The Leading U.S. Providers of Consumer Lending Origination Systems

A full copy of the 49-page report is available through the Datos Insights website

Prepared for:



Overview

The CLOS market has remained static compared to other parts of the consumer loan life cycle—a disparity that is being corrected.

Other components of consumer lending have drawn far more attention and funding because they offer shorter paths to positive return on investment (ROI). Credit decisioning has seen significant investment in AI applications for new data classes beyond traditional credit files. Cash flow data, non-debt payment data such as utility bills, and nonfinancial data, including educational and employment information, now unlock credit access for millions of credit-invisible consumers. These advances expand the addressable market for consumer lenders while sharpening their ability to assess credit risk. The impact extends beyond origination volume and quality. Real-time transactional data now guides servicing and collection activities, driving efficiency gains and loss avoidance across loan portfolios.

Application, loan, and onboarding processes have received far less investment over the past decade. Speed and efficiency improvements in these areas simply don't match the potential payoffs available elsewhere in the consumer lending process. Big ROI draws big investment, and origination platforms haven't delivered those returns.

Overview (cont.)

“Green shoots” are emerging in the CLOS market, though. Most appear as improvements or overhauls of existing platforms rather than ground-up innovation. While there have been few de novo startups over the past five years, their numbers are increasing.

The CLOS market is also receiving a significant influx of investment, much driven by the need to integrate recent developments in AI automation, new credit risk data sources, and modern API and microservices architectures. Some investment targets startup initiatives, but more money flows toward adding capabilities to existing platforms or newer modern tech stacks alongside digital account opening and banking solutions. Even as fintech funding slowed overall during the past 18 months, investment in fintech lending platforms continues to grow.

Considerable innovation is on the horizon. New entrants are bringing advanced AI capabilities, superior user experiences, and more flexible, configurable platforms compared to legacy systems. Industry estimates project that the CLOS and small-to-medium enterprise loan origination system markets will grow at a 13% to 20% CAGR over the next decade, signaling a sustained transformation in a market that has been static for too long.

Methodology

This research evaluates key CLOS market dynamics, the technology vendor landscape, and the overall competitive position of each leading vendor. It leverages the Datos Matrix, a proprietary Datos Insights vendor assessment framework, focusing on vendor capability (stability, client service, and product features) and performance (client satisfaction, implementation success, and client outcomes) to differentiate market leaders from contenders and emerging/niche options.

The following criteria were applied to develop a list of vendors for participation:

- FI awareness of the vendor as a provider of a viable small-business digital banking offering
- Successful implementation of a consumer loan origination solution at a minimum of one U.S.-based FI and an ability to provide client references
- Ability to offer a full out-of-the-box solution (as opposed to just components of one)
- Capabilities suitable for meeting the needs of consumer lenders, not a reworked banking system developed for another purpose

Key Trends Shaping the CLOS Market

Market Trend	Market Implication
AI-driven automation surge AI powers credit decisioning through alternative data, automated prefill, straight-through processing, and dynamic pricing algorithms.	Fis lacking automation face a competitive disadvantage as AI delivers faster decisions and improved completion rates while reducing operational costs and reshaping workforce requirements.
Regulatory compliance imperative Regulatory compliance capability emerged as the single most important attribute when institutions evaluate replacement systems.	Platforms lacking robust regulatory technology face diminished market appeal, regardless of their other capabilities. The emphasis on automated compliance creates opportunities for specialized regulatory technology providers while establishing a high barrier to entry for new market entrants lacking deep regulatory expertise.
Omnichannel experience required Consumer expectations set by big tech and fintech providers force traditional institutions to deliver frictionless digital experiences that match or exceed those offered by digital-native competitors.	Institutions abandon product-centric approaches in favor of customer-centric strategies that deliver consistent experiences across all channels, products, and touch points. Market winners will be those institutions that successfully integrate the personal touch of traditional banking with innovative digital capabilities.

Call to action: CLOS solution providers must continue to invest and innovate for FIs to stay competitive.



60% of Gen Z consumers said it took more than an hour to close their recent line/loan.



Over 50% of U.S. consumers did not take their most recent personal loan or auto loan from their primary institution.



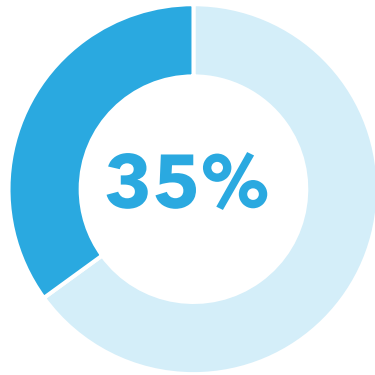
The number of U.S. consumers who open auto loans at online lenders and online banks has increased by 71% since 2022.



Consumers are shifting to online lenders (up 71% since 2022) for speed and experience, forcing traditional institutions to modernize.

Source: Datos Insights Survey of U.S. consumers, Q2 2025 (1,500), Q3 2022 (3,008)

Call to action: Financial institutions must update their CLOS to keep pace with consumers' evolving expectations.



of senior lending executives responded with multiple CX-focused features when asked which features were most important in replacing a CLOS.

Banks and credit unions are taking action:

- Building new customer experience (CX)-driven loan origination processes
- Exploring ways to decrease the time to approval and funding
- Applying tech to reduce data and documentation burdens that FIs place on the customer

Source: DatoS Insights Survey of 80 U.S. banks and credit unions, Q1 2025

Key CLOS Functionality Trends

Minimum Requirements	Competitive Differentiators	Next-Generation Features
• Consumer-facing user interface (UI) • Automated reporting • Ad-hoc reporting • E-sign • Digital document preparation • Pipeline management and productivity monitoring • Omnichannel consumer-facing functionality • Fully integrated underwriting engine • Product-level dynamic pricing engine	• Prescreen offer management • End-to-end straight-through processing • Automated compliance monitoring • Loan-level dynamic pricing based on risk attributes • Fully automated credit decisioning • Customizable UI • Headless APIs for use with client's UI • Fully automated app to funding • Consumer-facing product/terms section tool • API-native	• Automated consumer data prefill from open banking sources • Flexible workflow component (no code environment) • Real-time funding capabilities • Simple integration with point solution providers • Alternative and open banking credit data integration • AI automation integration

When selecting a new CLOS vendor, banks consider functionality, platform, and future fit, aiming to create a short path to value.

Functionality

Robust regulatory compliance capability:

A top priority that reduces risk exposure and minimizes manual oversight

Customer-centric UX: Drives completion rates and loyalty while competing against fintechs

Operational cost savings: Delivers substantial expense reductions with improved speed and fewer errors

Application automation: Accelerates decisioning and improves accuracy while eliminating borrower frustration

Automated document management: Eliminates paper bottlenecks while accelerating cycles and ensuring compliance

Platform

Flexible, role-specific UI: Tailors workflows by role, improving efficiency and reducing training time for diverse lending teams

Low-code workflow configuration: Adapts processes without IT dependency, enabling rapid response to changing market conditions and regulations

Easy migration to modern banking platforms: Minimizes disruption and accelerates time-to-value during transitions, reducing implementation risk and downtime concerns

Integration flexibility: Connects seamlessly with existing core systems and third-party tools, protecting technology investments and data integrity

Future Fit

AI enhancements: Apply intelligent automation throughout the lending life cycle, from application intake to funding and beyond

API-first architecture: Enables rapid integration with fintech partners and third-party services through modern microservices design

Cloud-native infrastructure: Delivers scalability, reliability, and continuous updates

Alternative data integration: Unlocks credit access for underserved populations through cash flow, utility payments, and employment data

Continuous platform innovation: Ensures access to emerging capabilities without disruptive migrations, protecting long-term technology investments

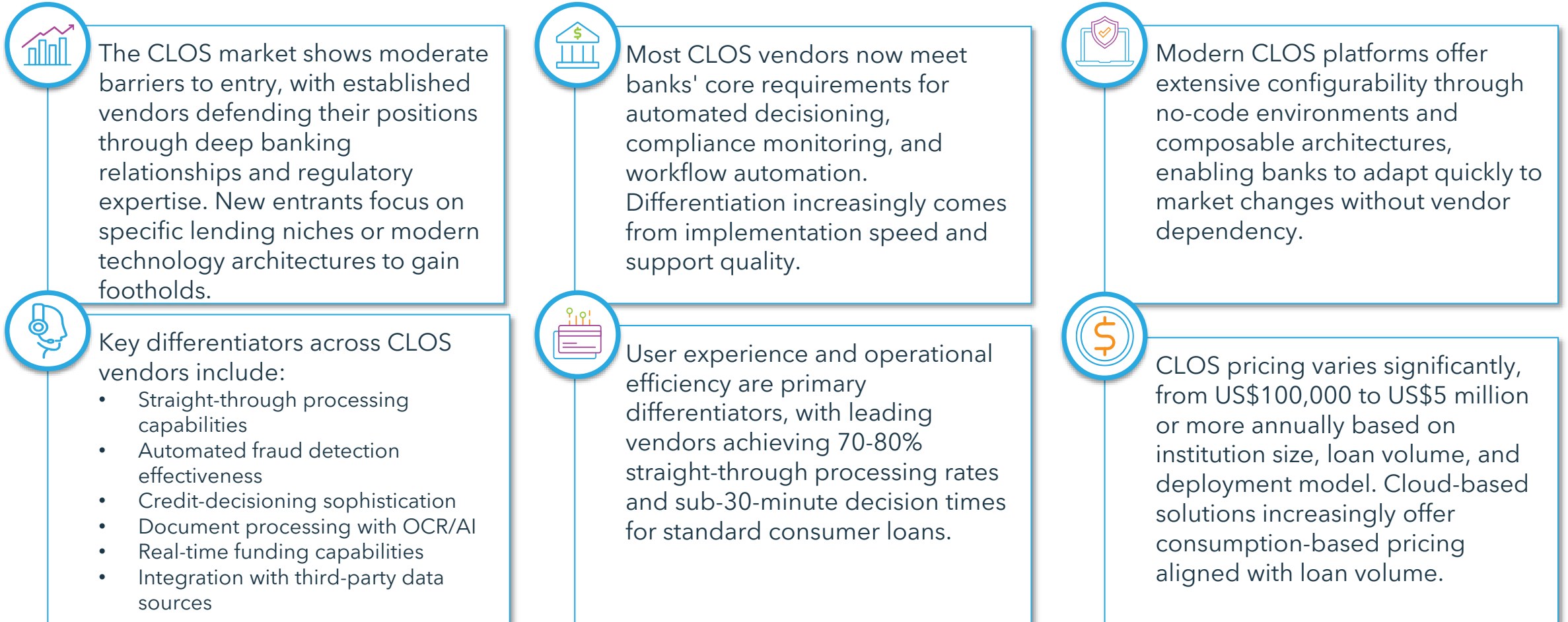
CLOS Vendor AI Implementations

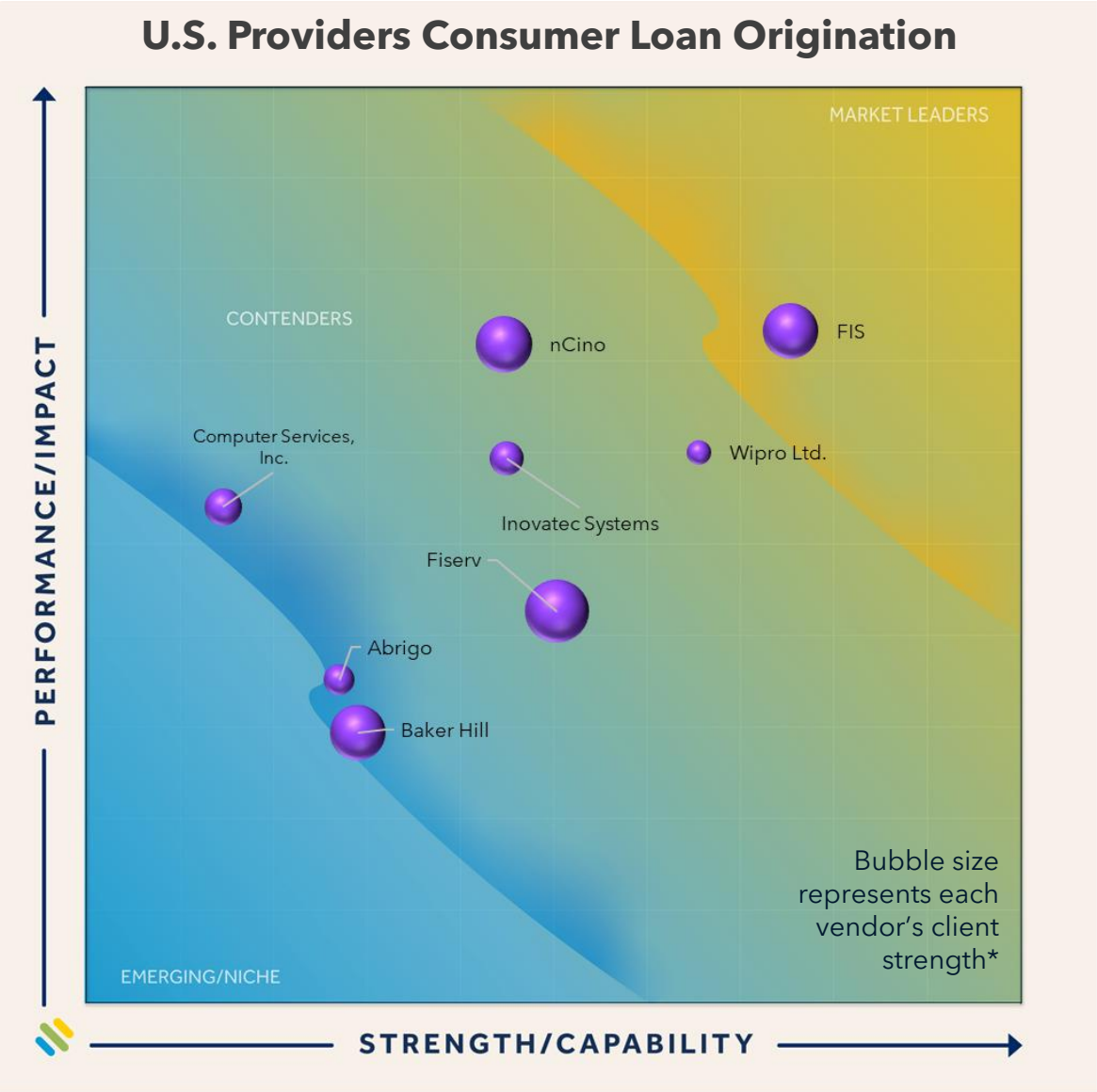
Market Leaders and Advanced AI Implementation

FIS: Advanced deployment

- AI policy optimizer with fraud models
- "Copilot," a virtual assistant

CLOS Vendor Characteristics and Key Points of Differentiation





The CLOS market is finally receiving the long-overdue attention and investment it deserves.

It is primed for growth, with 66% of financial institutions reporting that they are somewhat to very likely to replace their CLOS within two to three years.

Most owners of legacy systems are deeply invested in modernization and migration to an API-first strategy.

All participants must remain in a state of constant innovation, as new entrants seeking to enter the space aim to fill identified market gaps.

Newer entrants, such as FIS (Amount), are bringing fresh eyes to the best way to accomplish a task; they do not rely on how it has always been done.

* Client Strength is a compilation of client tenure and retention, net gain in new clients, as well as feedback from clients when interviewed by DatoS Insights.

Behind the Scores: Strength/Capability

Vendor Stability

Fis evaluating CLOS vendors must assess long-term viability through multiple lenses. Revenue concentration from CLOS products varies significantly, from less than 5% for diversified IT services companies to over 65% for specialized vendors. The strongest performers maintain 80% to 90% recurring revenue models with consistent growth rates of 10% to 15% annually. Employee base ranges from under 100 for niche players to over 50,000 for global providers, indicating varying levels of resource commitment and scalability.

FIS leads in financial stability with US\$10 billion or more annual revenues, publicly traded status, and decades of market presence, though CLOS represents a small fraction of their total business.

Client Service

Implementation team sizes vary dramatically across vendors, from fewer than 10 specialists at CSI to over 1,000 at enterprise vendors like FIS. Customer success manager ratios range from highly personalized 1:5 at premium vendors to 1:50 for volume-focused providers. Support infrastructure includes varying levels of 24x7 availability, with enterprise vendors offering this as standard while smaller vendors provide it as a premium service. Training programs range from basic online portals to comprehensive universities with certification programs.

Product Features

Modern CLOS platforms require comprehensive capabilities spanning the entire loan life cycle. Critical features include automated credit decisioning, integrated underwriting engines, OCR document processing, fraud management, and anti-money laundering (AML), Know Your Customer (KYC), and Bank Secrecy Act (BSA) compliance. Advanced platforms offer no-code workflow configuration, headless APIs for custom interfaces, and real-time funding capabilities. The most mature solutions provide straight-through processing from application to funding without human intervention, though only select vendors have achieved this level of automation.

Behind the Scores: Performance/Impact

Client Satisfaction	Implementation Success	Client Outcome/Impact
CLOS vendor retention rates provide critical insight into client satisfaction and platform effectiveness. Top performers maintain retention rates above 95%. Average client tenure varies from under 5 years for newer entrants to five to 10 years for established players. Net new client additions range from one to 3 three annually for selective vendors to more than 40 for aggressive growth players. Client satisfaction correlates strongly with dedicated support models and responsive product development.	CLOS implementations deliver measurable operational improvements across key metrics. Cycle time reductions range from 11% to 25% for most implementations, with some achieving even greater gains through full automation. Cost to originate typically decreases by 10% to 25%, driven by automation and straight-through processing. Compliance FTE requirements drop by 10% to 25% through automated monitoring and reporting. Pull-through rates improve by 11% to 40%, with the best performers achieving the higher end through superior decisioning and workflow optimization.	Modern CLOS platforms significantly enhance risk management capabilities through integrated fraud detection, automated compliance monitoring, and dynamic risk-based pricing. Fraud reduction varies dramatically, from minimal impact to 65% to 80% decreases in fraud cases. Automated credit decisioning eliminates manual errors and ensures consistent policy application. Real-time compliance monitoring reduces regulatory risk while dynamic pricing optimizes profitability. Integration with third-party risk assessment tools provides comprehensive borrower evaluation.

Vendor Profiled in This Report

FIS	
Headquarters	Jacksonville, Florida
Product name	FIS Account Originations Platform
Cloud options	Yes (AWS)
Hosted deployment options	Public cloud

Comparison of Vendors' CLOS Solution Capabilities

DatoS Insights CLOS Vendor Capability Assessment	
	FIS
Prescreen offer management	●
Automated applicant prefill with third-party data	●
Real-time funding capabilities	●
Automated applicant status communication	●
Automated compliance monitoring	●
APIs to integrate solution into client UI	◐
Fully automated application to funding	●
Digital document management with OCR	●

Key: ● Available and live at client site ◐ Available but not yet live at client site ◑ On product roadmap ◒ Not available

Company Overview		Product Overview	
	FIS is a global financial technology provider offering comprehensive solutions for FIs, businesses, and developers. It provides core banking systems, digital banking channels, loan origination and servicing, payment solutions, risk management, and fraud protection across the complete money life cycle.	Product name	FIS Account Originations Platform
Founded	1968	Target customer base	Banks and credit unions ranging from US\$300 million to Top 10 banks
Headquarters	Jacksonville, Florida	Number of clients	20 FIs
Ownership	Public (NYSE: FIS)	Hosting/Deployment options	Cloud-based platform
Sample Clients		Differentiating Features and Recent Enhancements	Key Roadmap Focus Areas
  		An AI Policy Optimizer and proprietary fraud models that help clients make smarter, data-driven decisions and reduce losses	Platform and integration enhancements use a no-code and rule builder for flexible product setup, custom rules, and improved client-specific workflows.
 		An AI-powered virtual assistant named "Copilot" which provides proactive and contextual support during the customer journey	Channel expansion and integrations with FIS core banking, credit card processors, and tools like Credit Karma and ValidiFi to streamline applicant processing and broaden reach. Ongoing development and future plans focus on product hardening, 2026 expansion into auto and home equity line of credit (HELOC), and PCM and Policy Optimizer enhancements across consumer and small and midsize business (SMB) products.

The Datas Insights Scorecard: FIS



Overall assessment		DatoS Insights client outcome/impact analysis		Functionality assessment	
FIS/Amount is well-positioned in the community-to-regional bank segment, offering notable advantages. The platform's preconfigured deployment and real-time core integration enable institutions to launch programs in weeks rather than months. Early client feedback has been positive, with institutions achieving volume growth without proportional staffing increases and compressing approval times from days to minutes. However, post-acquisition ecosystem integration is still developing. FIS/Amount competes effectively by prioritizing operational efficiency and deployment speed, appealing to financial institutions seeking proven technology without extensive custom development. The platform addresses key market priorities, including straight-through processing, automated prefill, and compliance monitoring. The next 12 to 18 months will be important as FIS works through integration priorities across its portfolio. Strategic decisions around API exposure, ecosystem integration pace, and vendor flexibility will shape the platform's future positioning.		Client satisfaction	Banking clients report satisfactory service with dedicated teams and responsive support. Improvements noted in release documentation and roadmap transparency. Vendor meets expectations for talent retention and innovation investment.	Prescreen offer management	
		Implementation success	Large-scale implementation with support infrastructure. AI Policy Optimizer deployed at client sites. Integration across FIS systems allows institutions to use existing infrastructure with newer functionality.	Automated applicant prefill with third-party data	
		Client outcome/impact	Institutions report processing time reduction with application-to-funding cycles under two minutes compared to legacy methods requiring hours or days. Automated verification reduces manual entry. Client improvements include moderate increase in pull-through percentage, faster processing, improved accuracy, and reduced fraud cases.	Real-time funding capabilities	
				Automated applicant status communication	
				Automated compliance monitoring	
				APIs to integrate solution into client UI	
				Fully automated application to funding	
				Digital document management with OCR	
DatoS Insights strength/capability analysis					
Vendor stability	Client base strength	Product features			
The company's 2024 performance shows positive profitability post-Worldpay separation. In September 2025, FIS acquired Amount, adding digital origination and AI capabilities. Large infrastructure and regulatory compliance resources support client relationships.	FIS serves 20,000 or more clients globally across product lines. The Account Originations Platform has 20 clients. High retention with shorter tenure reflects a 2013 platform launch.	The Account Originations Platform is a digital lending platform with AI functionality that enables sub-two-minute processing and automated verification. It offers an underwriting engine, fraud model, AI Policy Optimizer, AI virtual assistant "Copilot," and FIS system integration. It is cloud-based with monthly releases.			

Bank Recommendations

- **Prioritize compliance capabilities and risk mitigation:** Regulatory compliance capability ranks as the single most critical attribute in vendor selection, as seen in a recent DatoS Insights survey of lending executives. A CLOS should deliver automated compliance monitoring, real-time regulatory updates, and integrated fraud detection. Leading platforms can reduce fraud cases by 65% to 80% and decrease compliance FTE requirements by 10% to 25%. Evaluate vendors' track records in automated AML/KYC/BSA/OFAC checks and their ability to adapt quickly to evolving regulatory requirements. Given the high stakes of compliance failures, this capability should be non-negotiable.
- **Expect measurable operational improvements and superior customer experience:** Leading CLOS vendors demonstrate 11% to 25% cycle time reductions, 10% to 25% cost savings, and 70% to 80% straight-through processing rates, but performance varies significantly across the market. Prioritize vendors with proven customer experience improvements, as 35% of lending executives surveyed cite CX features as most important. Evaluate automated applicant prefill capabilities, real-time funding, and omnichannel delivery. Request specific ROI metrics from vendor clients, including pull-through rate improvements (top performers achieve 26% to 40% increases), approval time compression, and NPS gains. Differentiation increasingly comes from implementation speed and the quality of ongoing support rather than from feature checklists alone.
- **Assess AI integration maturity and technology architecture:** AI-driven automation represents the defining capability gap across vendors. Market leaders deploy comprehensive AI for document processing, decisioning optimization, and applicant assistance, while others offer minimal AI presence. Evaluate cloud-native architecture, API-first design, and no-code configurability, enabling rapid adaptation without vendor dependency. Assess vendor client retention rates (top performers exceed 95%) and average implementation timelines. Balance cutting-edge capabilities with proven scalability—institutions need platforms that deliver both innovation and operational reliability.

Vendor Recommendations

- **Address the high-demand capability gaps that drive FI selection:** According to a recent DatoS Insights study, regulatory compliance capability ranks as the most important vendor selection attribute. Focus development resources on the three highest-demand features FIs currently lack: automated consumer information prefill from third-party data sources, end-to-end straight-through processing, and automated compliance monitoring. These automation-focused capabilities directly address FI pain points around expense reduction, staffing efficiency, and regulatory risk—translating feature completeness into measurable competitive advantage during vendor evaluations.
- **Elevate customer experience as competitive differentiation:** FIs face mounting pressure from fintechs and online lenders, with over 50% of consumers now taking loans outside their primary institution. According to a recent DatoS Insights study, 35% of senior lending executives prioritize customer experience features when selecting platforms. Invest in superior borrower-facing interfaces, omnichannel consistency, real-time application status updates, and sub-30-minute decision times. Customer experience improvements directly impact FI pull-through rates (top performers achieve 26% to 40% increases) and enable institutions to compete effectively against digital-native competitors.
- **Differentiate through implementation excellence and support quality:** As most platforms now meet baseline requirements for automated decisioning and compliance monitoring, differentiation increasingly comes from implementation speed and support quality rather than feature checklists. Client satisfaction correlates strongly with dedicated support models, with retention rates exceeding 95% for vendors maintaining fewer than five to 10 accounts per CSM. Compress implementation timelines, offer preconfigured deployments, provide 24x7 support as standard, and establish customer advisory groups. These service investments drive long-term client tenure and recurring revenue growth.

Conclusion

The CLOS market is emerging from a decade of stasis, driven by competitive pressure from digital lenders and shifting consumer preferences—over 50% of consumers now originate loans outside their primary institution.

Three forces are reshaping the landscape. Regulatory compliance has become the primary vendor selection criterion. AI automation and straight-through processing have shifted from differentiators to baseline requirements, with competition now focusing on implementation speed and support quality. Customer experience capabilities directly determine FI competitiveness against fintech alternatives.

The vendor landscape reflects this transformation, with legacy players modernizing their platforms while specialized providers gain ground through superior user experiences. Most platforms now meet core functional requirements—success depends on delivering measurable operational improvements in cycle times, costs, and pull-through rates.

A substantial opportunity exists, as two-thirds of institutions plan to replace their platforms within three years. The market's projected 13% to 20% CAGR signals sustained transformation as institutions recognize that lending technology directly impacts customer retention and competitive positioning.

Key Takeaways

The CLOS market is undergoing a needed fundamental transformation, following a decade of limited innovation and investment. This is being driven by FIs facing mounting competitive pressure as consumer preferences shift decisively toward digital lenders, creating urgent imperatives for modernization. These are the key findings:

Consumer behavior threatens traditional FI market position: Over 50% of consumers now originate personal and auto loans outside their primary institution, with online lender usage increasing 71% since 2022. Traditional institutions must modernize lending technology to retain customers and compete effectively.

Regulatory compliance heavily influences vendor selection, with compliance capability ranking as the most important attribute in vendor evaluation. This creates high barriers to entry while opening opportunities for platforms with robust automated compliance monitoring and regulatory adaptation capabilities.

Differentiation is shifting from features to execution: Most platforms now meet baseline requirements for automated decisioning and workflow automation. Competition centers on implementation speed, quality of support, and measurable operational outcomes, rather than feature checklists. Leading implementations deliver 11% to 25% reductions in cycle time and 10% to 25% in cost savings.

There is a substantial near-term market opportunity: Approximately 66% of FIs report being somewhat to very likely to replace their CLOS within two to three years. The market projects a 13% to 20% compound annual growth rate (CAGR) over the next decade as institutions recognize that lending technology directly impacts competitive positioning and customer retention.

Related Reports

- [Data Bridge Builders: Middleware Vendor Profiles](#), October 2024
- [The Modern Retail Banking Core](#), September 2024
- [Consumers' Lending Preferences: And Financial Institutions' Plans to Satisfy Them](#), January 2023

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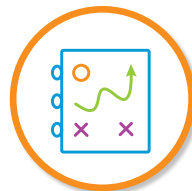
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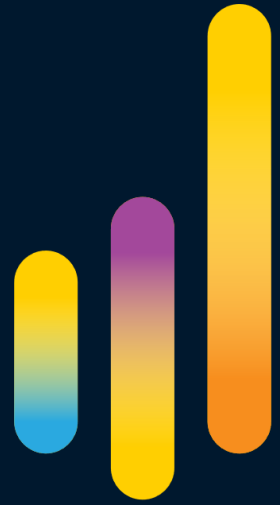
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