

SPARK Matrix™: Digital Banking Platform

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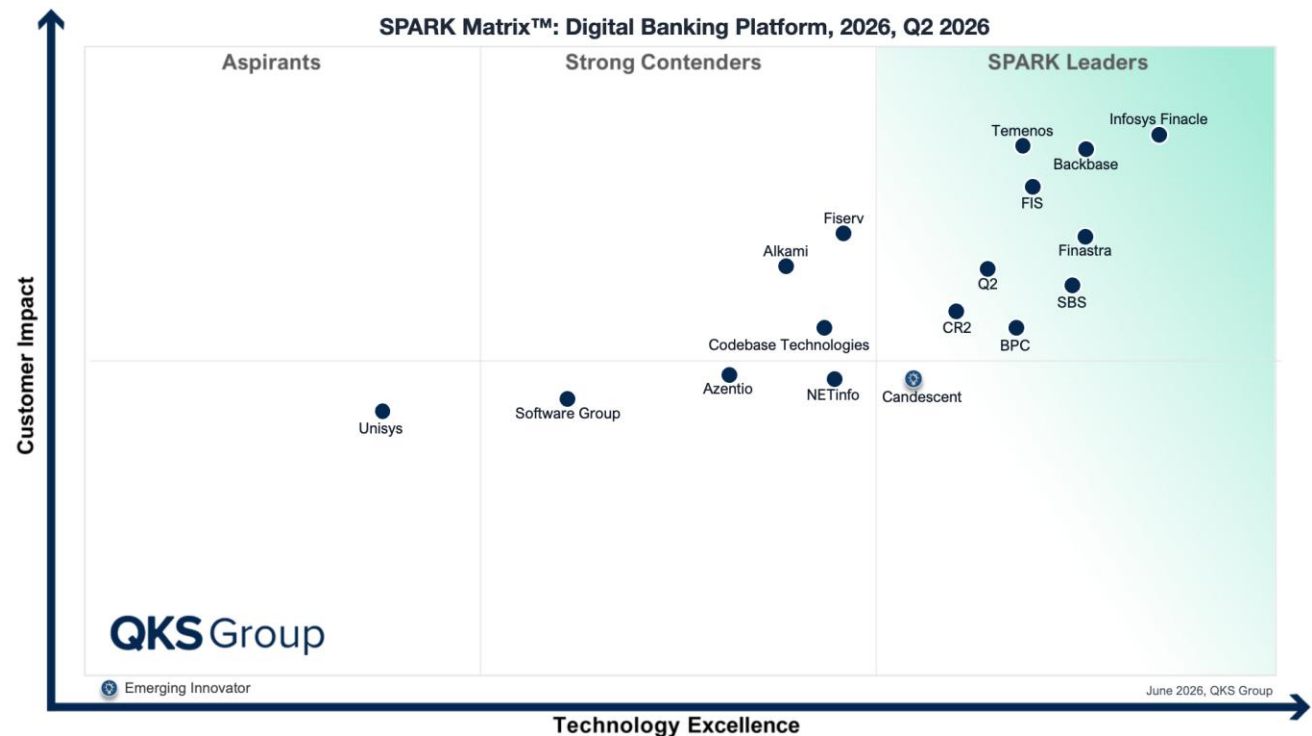
Key Findings

- **API-First Banking & Ecosystem-Oriented Platform Strategies:** Digital Banking Platforms are continuing to evolve toward API-first and interoperable architectures that support ecosystem-driven banking models. Financial institutions are increasingly exposing banking capabilities through APIs to enable faster integration with fintechs, third-party providers, and enterprise platforms. The growing emphasis on open finance, Banking-as-a-Service (BaaS), and embedded banking is driving investments in developer portals, API marketplaces, and integration orchestration layers that improve scalability, partner enablement, and service innovation.
- **GenAI-Led Customer Engagement & Intelligent Banking Experiences:** The adoption of AI and GenAI technologies is reshaping customer engagement across digital banking channels. Banks are leveraging AI-powered assistants, conversational banking interfaces, intelligent financial recommendations, and predictive engagement models to deliver more contextual and personalized user experiences. GenAI is also being integrated into customer servicing, onboarding, and financial advisory workflows to improve operational efficiency, accelerate query resolution, and enhance customer retention through real-time, data-driven interactions.

- **Embedded Finance Expansion & Platform Convergence:** Embedded finance continues to gain momentum as banks integrate financial services directly into digital commerce, enterprise, and lifestyle ecosystems. Financial institutions are partnering with fintechs, merchants, SaaS providers, and digital platforms to deliver contextual payments, lending, insurance, and wealth management capabilities within non-banking environments. Additionally, the expansion of super app ecosystems and unified digital experience platforms is encouraging banks to adopt platform-centric engagement models that combine financial and non-financial services into a connected customer journey.
- **Cloud-Native Modernization & Composable Banking Adoption:** Financial institutions are accelerating cloud modernization initiatives to improve agility, operational scalability, and deployment flexibility. Digital Banking Platforms are increasingly adopting microservices-based and composable architectures that enable modular deployment of banking capabilities across retail, SME, and corporate banking environments. This transition is helping banks reduce legacy system dependencies, accelerate digital product rollouts, and support continuous innovation through independently scalable and reusable service components.
- **Real-Time Intelligence & Data-Driven Banking Operations:** Banks are placing greater emphasis on real-time analytics, operational intelligence, and event-driven processing to improve decision-making and customer responsiveness. Digital Banking Platforms are increasingly integrating AI-driven analytics, customer behavior monitoring, and real-time transaction intelligence to support dynamic product recommendations, risk evaluation, and operational optimization. The growing demand for real-time payments and instant financial interactions is further accelerating investments in low-latency processing and intelligent decisioning capabilities.

SPARK Matrix™: Digital Banking Platform, Q2 2026

Figure: 2026 SPARK Matrix™: (Strategic Performance Assessment and Ranking) Digital Banking Platform, Q2 2026



Vendor Profiles

The following are the profiles of the leading Digital Banking Platform vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor’s executives as part of the research process. QKS Group research team has also referred to the company’s website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions regarding digital banking vendor selection based on research findings included in this research service.

FIS

Founded in 1968 and headquartered in Jacksonville, Florida, U.S., FIS is a global financial technology provider offering a broad portfolio across core banking, digital banking, payments, lending, cards, wealth management, capital markets, and risk solutions. Its digital banking portfolio is anchored by the Digital One platform, which forms part of a wider ecosystem that includes retail banking, business banking, commercial banking, account origination, banker servicing, targeted engagement, and mobile banking solutions. FIS serves thousands of financial institutions globally, ranging from community banks and credit unions to large regional and multinational banking organizations.

FIS Digital One is a comprehensive digital banking platform positioned as a single, integrated ecosystem for modernizing digital, mobile, self-service, and banker-assisted banking experiences. The platform supports a wide range of capabilities, including digital onboarding, account opening, retail and business banking, commercial banking, payments, cash management, fraud management, customer engagement, financial wellness, banker sales and servicing, and omnichannel customer journeys. Built on an open, API-driven architecture, Digital One enables financial institutions to integrate with core banking systems, fintech ecosystems, ERP platforms, and third-party applications while supporting extensive customization and journey orchestration. The platform is available through cloud-ready deployment models and SaaS-based delivery options, while also supporting institutions with diverse operational and infrastructure requirements. Digital One is particularly strong in North America, where FIS has deep relationships with regional banks, community banks, credit unions, and larger financial institutions. FIS also positions Digital One Commercial for APAC banks, with core-agnostic, composable, and embedded commercial banking capabilities designed to support regional and global institutions operating across Asia Pacific.

FIS has continued to strengthen its digital banking proposition through platform innovation and strategic acquisitions. In 2025, the company acquired Amount to enhance its digital account opening and origination capabilities across deposits, lending, and cards. During the same year, FIS integrated Glia's AI-powered customer interaction technology into the Digital One platform, enabling banks to combine AI-driven customer service with human-assisted support. These developments strengthen Digital One's capabilities in digital onboarding, customer engagement, and AI-powered banking experiences, further enhancing FIS' position in the digital banking market.

Buyer Context and Fit Assessment:

- FIS Digital One is a strong fit for North American regional banks, community banks, credit unions, and larger financial institutions seeking a comprehensive digital banking platform that can support retail, small business, mobile banking, account opening, branch/teller servicing, call center continuity, and digital engagement within a single ecosystem. It is particularly relevant for banks that want to modernize digital experiences without managing multiple disconnected point solutions.
- FIS has strong credibility with banks that want digital banking modernization aligned with existing core and infrastructure investments. Digital One's positioning around leveraging existing bank assets, low-code implementation, scalability, and configurability makes it suitable for institutions that want digital transformation without complete core replacement. This is particularly relevant for banks that need to modernize customer experience while managing transformation risk, internal IT constraints, and operational continuity.
- FIS Digital One Commercial is suitable for institutions that need business banking, cash management, user entitlements, approvals, digital payments, API-led integrations, embedded banking, and customizable commercial banking experiences. However, banks with highly complex multinational corporate banking, trade finance, liquidity, and treasury requirements should validate the depth of Digital One Commercial against their specific corporate banking operating model.
- The platform may require additional validation for banks outside North America, especially those seeking local retail banking references, region-specific regulatory readiness, implementation coverage, language localization, and market-proven delivery outside the U.S.

Strengths and Challenges

Strengths:

- The platform provides strong mobile and self-service banking capability through Digital One Flex and Flex Mobile 6.0. Recent enhancements to Flex Mobile emphasize simplified navigation, improved user experience, remote deposit capture, Zelle, loan payments, account details, and transaction modernization. This gives FIS a strong proposition for banks that need to improve mobile banking experience, reduce customer friction, and compete with more digitally mature banking providers.

- FIS shows strong assisted banking and branch modernization capability through Digital One Banker and Digital One Teller. These capabilities help banks connect digital and physical banking experiences by enabling employees to support servicing, account origination, monetary transactions, cash management, and reporting through modernized tools. This is important for banks that still rely on branch and call center interactions but want those channels to operate with greater consistency, speed, and digital continuity.
- FIS demonstrates improving AI-enabled customer engagement through its integration of Glia's AI-powered customer interaction platform into Digital One. The integration enables AI-led routine inquiry handling, 24/7 availability, intelligent routing to human agents, context-aware support across mobile, web, and live-agent channels, and reduced resolution times. This strengthens FIS' ability to support banks that want to modernize customer service operations without fully replacing their existing digital banking infrastructure.
- FIS' integration with Code Connect and Digital One APIs strengthens its ecosystem extensibility. The platform supports API integration-ready widgets, Digital One APIs, third-party APIs, and broader fintech/data-provider connectivity. This is useful for banks that want to extend Digital One with partner capabilities, embed additional services, or integrate with external data, fintech, and operational systems without fully replacing existing bank assets.

Challenges

- The platform's breadth may create complexity for banks seeking fast, lightweight digital transformation. Digital One includes multiple modules across retail, business, account opening, mobile, teller, banker, engagement, and commercial banking. While this provides strong functional coverage, buyers should validate implementation timelines, module dependencies, integration effort, upgrade processes, configuration flexibility, and user experience consistency across the full suite.
- FIS' AI-led differentiation is improving but still appears more focused on customer service automation and digital interaction support than deeply embedded, platform-native personalization. The Glia integration strengthens conversational support and agent routing, but banks should validate the maturity of real-time next-best-action, predictive customer behavior modeling, dynamic journey orchestration, AI-led product recommendations, autonomous campaign optimization, and closed-loop personalization within Digital One.

Analyst Final Take:

In the SPARK Matrix™, FIS is positioned as a Leader, reflecting its strong breadth across retail, business, mobile, assisted banking, commercial banking, and digital engagement use cases. This leadership positioning is driven by FIS Digital One's ability to deliver comprehensive digital banking modernization, strong North American market relevance, assisted branch and teller capabilities, AI-enabled customer support through Glia, and API-led extensibility through Code Connect and Digital One APIs. The platform is particularly well-suited for banks seeking to modernize digital and physical banking experiences while preserving existing core and infrastructure investments.

Sustaining its Leader position will depend on FIS' ability to simplify implementation, improve module-level consistency, and deepen real-time AI personalization, journey orchestration, and predictive engagement across Digital One.

Appendix

Market Definition & Capabilities

QKS Group defines Digital Banking Platform that enables banks and FI's to digitize banking operations and integrate various banking activities, including digital onboarding, account management, lending and deposits, payments, transfers and withdrawals, transaction management, wealth management, and fund management, to provide customers with a seamless and cohesive banking experience across all digital touchpoints, such as mobile, online, kiosks, wearables, and ATMs. The platform empowers financial institutions to manage, control, and optimize their digital operations across all devices and channels, while enabling customers with real-time capabilities to manage accounts, transfer funds, and monitor finances efficiently. Furthermore, the platform leverages AI/ML and predictive analytics to deliver personalized, intelligent, and seamless customer engagement across various digital touchpoints, thereby accelerating digital transformation.

Capabilities

- **Core Banking Integration:** Digital Banking Platforms provide core banking integration capabilities that enable banks and financial institutions to connect digital channels with core systems, product processors, payment engines, customer data platforms, and servicing applications. Vendors support API-led integration, middleware connectivity, event-driven data exchange, batch and real-time synchronization, and integration with legacy as well as modern core banking systems. Platforms are increasingly designed to support coexistence with multiple cores, phased modernization, and core-agnostic digital transformation strategies, enabling banks to modernize customer-facing channels without immediate core replacement.
- **API Integration & Open Banking:** Digital Banking Platforms provide API integration and open banking capabilities that allow banks to expose, consume, manage, and orchestrate banking services across internal systems and external ecosystems. Vendors offer API gateways, developer portals, sandbox environments, consent management, API lifecycle management, and pre-built connectors for fintechs, payment providers, KYC vendors, credit bureaus, wealth platforms, and third-party applications. Platforms are increasingly aligned with open banking, open finance, PSD2, and regional data-sharing frameworks, enabling banks to support secure ecosystem participation and API-driven product innovation.

- **Platform Architecture & Scalability:** Digital Banking Platforms offer scalable and modular architecture capabilities that help banks support high-volume digital transactions, multi-channel engagement, and evolving digital service requirements. Vendors increasingly provide cloud-native, microservices-based, containerized, API-first, and composable architectures that support independent scaling, modular deployment, faster upgrades, and continuous release cycles. Platforms also support SaaS, cloud, hybrid, and on-premises deployment models, helping financial institutions align platform modernization with regulatory, data residency, operational resilience, and enterprise scalability requirements.
- **Omnichannel Banking Experience:** Digital Banking Platforms provide omnichannel banking capabilities that enable banks and financial institutions to deliver consistent, connected, and personalized experiences across mobile, web, branch-assisted channels, call centers, tablets, relationship manager portals, and other digital touchpoints. Vendors support unified customer journeys, cross-channel session continuity, contextual engagement, self-service portals, assisted banking, and device-agnostic user experiences. Platforms increasingly leverage customer data, behavioral insights, interaction history, and journey analytics to provide a 360-degree customer view and support personalized engagement across retail, SME, corporate, and other banking segments.
- **Configuration & Customization:** Digital Banking Platforms provide configuration and customization capabilities that allow banks to design, modify, and manage digital banking journeys, workflows, screens, business rules, products, and service processes. Vendors offer low-code/no-code tools, journey builders, workflow designers, reusable templates, modular UI components, role-based configuration, localization support, and governance controls. Platforms increasingly support versioning, testing, approval workflows, controlled rollouts, and rollback capabilities, enabling banks to adapt digital experiences to customer, regulatory, geographic, and segment-specific requirements with reduced dependency on custom development.
- **Customer Engagement & Personalization:** Digital Banking Platforms offer customer engagement and personalization capabilities that help banks deliver relevant, contextual, and proactive digital banking experiences. Vendors provide personalized dashboards, contextual alerts, targeted campaigns, next-best-action recommendations, financial wellness tools, product recommendations, and customer segmentation capabilities. Platforms increasingly use real-time data, transaction behavior, customer preferences, life-stage indicators, and AI-driven

decisioning to personalize interactions across onboarding, servicing, payments, lending, deposits, and relationship management journeys.

- Analytics, AI & Decision Intelligence:** Digital Banking Platforms provide analytics, AI, and decision intelligence capabilities that enable banks to monitor digital performance, understand customer behavior, and improve journey outcomes. Vendors offer dashboards, reporting tools, journey analytics, funnel analysis, behavioral insights, predictive models, conversational AI, anomaly detection, and AI-driven recommendation engines. Platforms are increasingly integrated with enterprise data platforms, CRM systems, fraud systems, and AI/ML environments, enabling banks to support real-time decisioning, personalized engagement, operational intelligence, and continuous journey optimization.
- Process Automation & Straight-Through Processing:** Digital Banking Platforms offer process automation and straight-through processing capabilities that help banks digitize and streamline customer-facing and operational banking journeys. Vendors support workflow automation, business rules engines, task routing, digital document capture, e-signature integration, identity verification, KYC automation, approval workflows, case management, and status tracking. Platforms increasingly support end-to-end automation across account opening, onboarding, loan applications, card requests, payments, service requests, dispute handling, and customer servicing, reducing manual intervention and improving process execution across digital channels.
- Security, Compliance & Access Control:** Digital Banking Platforms provide security, compliance, and access control capabilities that help banks protect customer data, secure digital transactions, and meet regulatory requirements across digital banking operations. Vendors support multi-factor authentication, biometric authentication, role-based access control, transaction authorization, encryption, audit trails, consent management, session management, fraud monitoring, and data privacy controls. Platforms increasingly incorporate adaptive authentication, risk-based access, secure API exposure, device intelligence, behavioral analytics, and compliance reporting to strengthen trust and security across customer, employee, and partner interactions.

Research Methodologies

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Evaluation Criteria

QKS Group' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. QKS's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Technology Excellence	Weightage
Core Banking Integration	12%
API Integration and Open Banking	18%
Platform Architecture	18%
Omnichannel Support	12%
Configuration and Customization	12%
Personalization and Customer Engagement	10%
Analytics and AI-Driven Capabilities	10%
Process Automation and Straight-through Process (STP)	5%
Vision and Roadmap	3%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Customer Service Excellence	15%
Unique Value Proposition	15%
Ease of deployment	15%

Technology Excellence

- **Core Banking Integration:** Evaluates how seamlessly the platform integrates with one or more core banking systems to enable real-time data synchronization, service invocation, and coexistence strategies across legacy and modern core environments. Supports consistent execution of digital banking journeys across systems and channels.
- **API Integration and Open Banking:** Assesses how comprehensively the platform exposes, manages, and consumes APIs to support digital banking journeys, ecosystem participation, and

regulatory compliance (e.g., PSD2, Open Banking). Includes support for API security, partner onboarding, and API monetization to enable an open and extensible banking environment.

- **Platform Architecture:** Evaluates how effectively the platform supports a modular, composable, and scalable architecture, enabling banks to evolve digital journeys, add capabilities, and scale operations without significant platform redesign.
- **Omnichannel Support:** Assesses how effectively the platform enables execution of digital banking journeys across channels, including web, mobile, branch, call center, and chat. Evaluates the platform's ability to support seamless customer interactions, maintain continuity and personalization across touchpoints, and deliver unified customer experiences.
- **Configuration and Customization:** Measures how effectively the platform enables business and IT users to configure, customize, and extend digital journeys, UI/UX elements, and rules-based logic through low-code/no-code capabilities.
- **Personalization and Customer Engagement:** Evaluates how effectively the platform captures, analyzes, and applies customer data to personalize content, offers, and interactions across channels. Includes support for contextual and predictive engagement to enhance customer satisfaction, engagement, and financial outcomes.
- **Analytics and AI-Driven Capabilities:** Assesses how comprehensively the platform leverages advanced analytics, machine learning, and generative AI to optimize decision-making, enhance customer experiences, automate workflows, and continuously improve digital banking journeys across channels and customer segments.
- **Process Automation and Straight-Through Processing (STP):** Evaluates how effectively the platform automates end-to-end digital workflows with minimal manual intervention across onboarding, servicing, lending, and transaction-related processes to improve operational efficiency, speed, and accuracy.
- **Vision and Roadmap:** Assesses how well the vendor's product vision aligns with evolving banking industry requirements related to customer experience, operational efficiency, and digital transformation. Evaluates the clarity and feasibility of the strategic roadmap, including planned enhancements, innovation initiatives, and the vendor's ability to execute against stated objectives.

Customer Impact

- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price-to-performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.

- **Proven Record:** Evaluation of the existing client base from SMB, mid-market, and large enterprise segments, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation, and usage experience. Additionally, vendors' products are analyzed to offer a user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate the vendor's capability to provide a range of professional services from consulting, training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.
- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

How to read SPARK Matrix™

The **SPARK Matrix™** by QKS Group is a comprehensive evaluation framework that benchmarks vendors across key industries based on their **Technology Excellence** and **Customer Impact**. This proprietary analysis tool provides a detailed, comparative assessment of market players, enabling businesses to make informed decisions when selecting technology partners. The matrix highlights vendor strengths, growth trajectories, and market strategies, offering a dynamic visualization of their competitive positioning. Designed to cater to the needs of decision-makers, the SPARK Matrix serves as a trusted guide for navigating complex markets and identifying the vendors best suited to drive organizational success and innovation.



- **Leader:** The Leader section of the SPARK Matrix represents organizations that set the gold standard in their respective industries. These vendors excel across both Technology Excellence and Customer Impact parameters, delivering best-of-breed solutions that are innovative, scalable, and future-ready. Leaders are recognized for their ability to anticipate market trends, address critical customer pain points, and deliver transformative outcomes. Their robust technological capabilities, combined with a deep customer-centric approach, position them as trusted partners for organizations seeking strategic growth and sustainable competitive advantages.

- **Emerging Leader:** The Emerging Leader section highlights organizations that are rapidly closing the gap with established leaders. These vendors exhibit a strong potential for future dominance, driven by significant advancements in Technology Excellence and increasing Customer Impact. Emerging Leaders often focus on niche markets or disruptive innovations, demonstrating a clear vision and execution capability. Their upward trajectory is marked by consistent enhancements to their offerings, growing market share, and an ability to deliver targeted solutions that cater to specific customer needs.
- **Strong Contender:** The Contenders section includes vendors that are establishing their footing in the market. These companies exhibit potential but may face limitations in terms of Technology Excellence or Customer Impact. Contenders often focus on addressing fundamental market needs and are actively investing in R&D and customer engagement strategies to strengthen their position. While they may not yet have the maturity or comprehensive offerings of higher-ranked categories, Contenders are key players to watch as they evolve and refine their strategies.
- **Aspirants:** The Aspirants section represents vendors that are in the early stages of development or are relatively new to the competitive landscape. These vendors have foundational offerings but lack the technological sophistication or customer-centric impact to compete at higher levels. Aspirants often serve niche markets or focus on incremental improvements, positioning themselves as future competitors in the space. Their journey involves building credibility, enhancing solution capabilities, and developing customer relationships to rise through the SPARK Matrix rankings.

About the Authors

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Akhilesh Vundavalli is a Principal Analyst – Research at QKS Group, leading strategic research initiatives across the BFSI and Risk technology domains. His primary focus areas include Digital Banking Platforms, Loan Origination Systems (Consumer and Commercial), Core Banking, and Cloud FP&A. Beyond research, Akhilesh also leads the BFSI and FCC research team, managing project planning, mentoring analysts, and ensuring high-quality deliverables. Akhilesh has played a pivotal role in developing SPARK+, QKS Group's analyst-backed user review platform, and introduced the ACE Performer and Emerging Innovator recognitions within the SPARK

Matrix™ to highlight vendor differentiation. He also supports advisory projects, providing clients with insights on global trends, competitive positioning, and growth strategies. A regular participant in industry events, conferences, webinars, and talk shows, Akhilesh actively contributes to thought leadership discussions with industry leaders and subject matter experts. He is a Lean Six Sigma Green Belt holder, with expertise in data analysis and interpretation. His strong analytical skills, strategic mindset, and ability to uncover hidden opportunities and risks make him a trusted advisor to clients navigating complex technology landscapes.

Divya Baranawal



Divya Baranawal is part of the global research and consulting team at QKS Group. As Vice President and Principal Analyst she heads the BFSI and Financial Crime & Compliance domains and is responsible for leading global strategic market outlook, competitive intelligence, market intelligence, and user intelligence. In this role, she leads multiple engagements with technology vendors in the areas of- technology consulting and growth advisory. She is also responsible for leading various custom advisory projects- including go-to-market strategies, value propositions, thought leadership assets, in-depth analysis of market trends,

competitive landscape, market share & market forecast analysis and end-user insights. She has published numerous research reports and is a frequent speaker on emerging technologies and trends shaping fintech, fraud and risk domains. Her primary focus areas include- Core Banking, Payment Platform, Digital Banking Platform, Anti Money Laundering, Know Your Customer (KYC/CDD), Enterprise Fraud Management and Financial Performance Management.