APIs and FinTech: What's next?

Roland Cortivo, 1 February 2017

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The banking world is changing

Globally and in Switzerland

192 FinTech Start-ups
in Switzerland

30 Banks in Switzerland
plan to participate in the mobile payment initiative Twint

Electronic mortgages doubled
in Switzerland in 2015

16% of the Swiss population can imagine to receive offers from third parties through their banks

About 50 Banks merged
or closed in Switzerland between 2009 and 2014

45 Banks worldwide cooperate
to standardize and set the ground rules for the use of Blockchain

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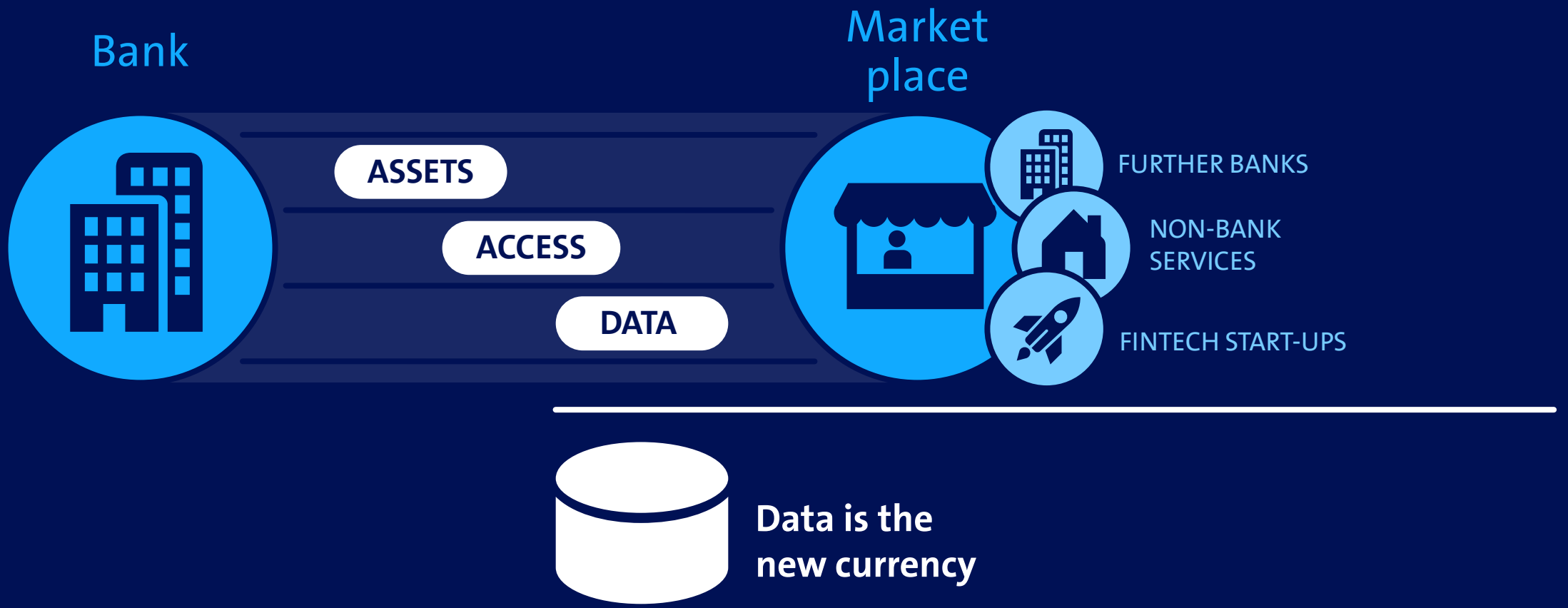
Our Market Place Vision

Banking in 2025



Why do Banks need APIs?

- The money is **not** in the API

- APIs are simply delivering services more efficiently which **opens up new business opportunities** and maximizes business development
- Agile API development is the foundation of digital business and **reduces time-to-market**
- Without APIs **banks become irrelevant as service providers** because the customer will expect financial services to be integrated in his experience
- Of course, there are also **regulatory provisions**, e.g. PSD2 forcing banks to open up their systems

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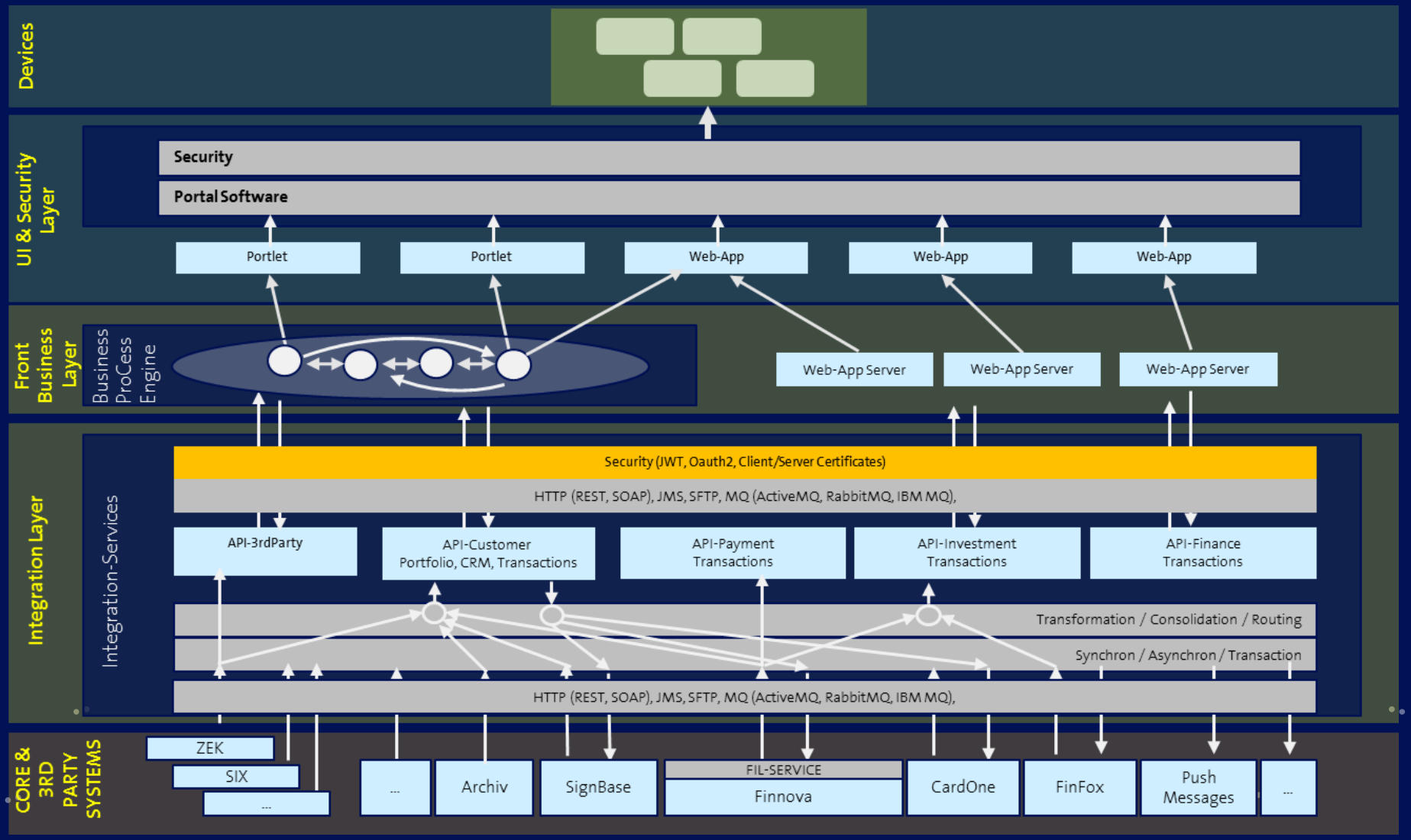
Why do FinTech Start-ups need APIs?



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Typical Pain Points

In Proof-of-Concepts & Customer Projects (Examples)

Digital Onboarding

- **Challenge to integrate** video identification, electronic signing and account opening to a seamless process
- **Higher costs and delay in delivery**

Finance portal for SMEs

- **Transfer payments directly** from eBanking to the SME portal for online accounting service
- **Higher costs and delay in delivery**

Personal Finance Mgmt

- **Interfaces** of PFM into eBanking and Core Banking **more complex than expected**
- **Higher costs and delay in delivery**

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Swisscom FinTech Engagement

Shaping Environment

- Building a strong network
- Banking think tank e-foresight

Collaboration

- **FinTech funnel and proof-of-concepts**
- Swisscom StartUp Challenge
- Kickstart Accelerator FinTech-Program

Customer Projects

- Transfer of innovation from start-ups to established players

Venture

- FinTech invest-ments in Switzerland and international early stage start-ups via Swisscom Venture

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Business Focus & Technical Enablers

Swisscom's FinTech Focus Areas

Financing Marketplace

Digital Trust Services

Regulatory, Compliance and Legal Services

SME Asset Light Finance

Swisscom's FinTech Competence Areas

Cognitive Intelligence

Blockchain

Open Banking & Modular Sourcing

Cloud Services

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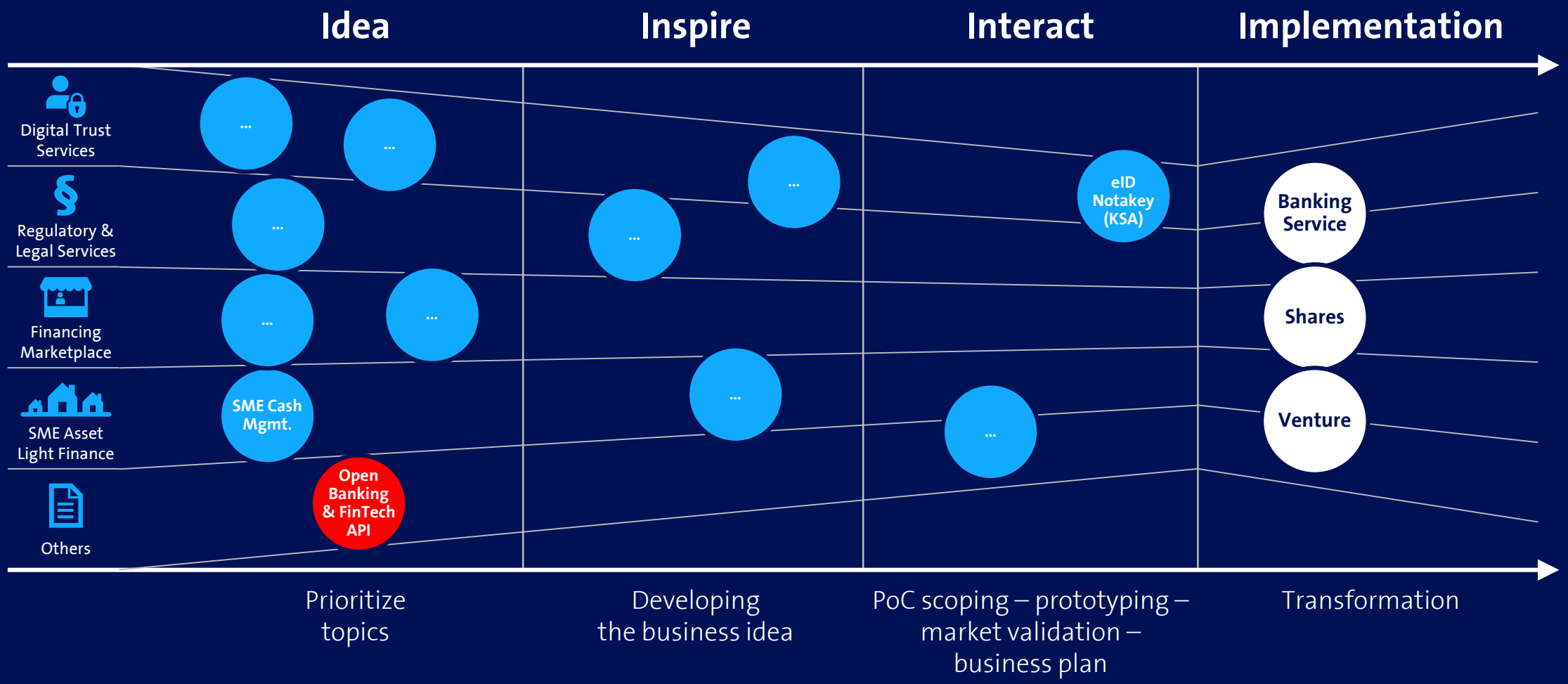
FinTech funnel – Proof-of-Concepts



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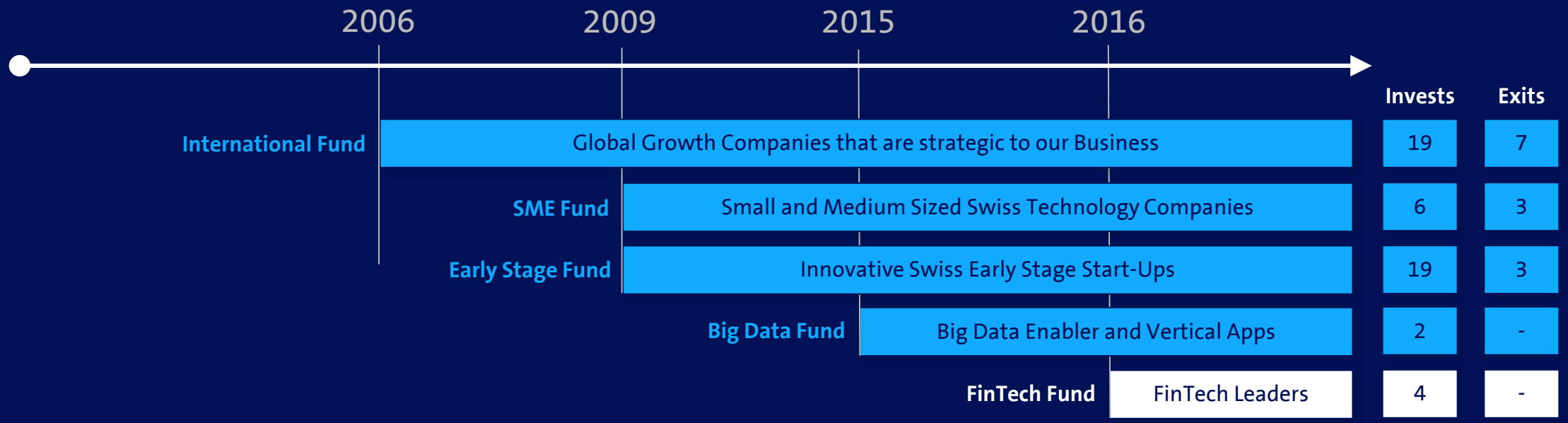
Partnering with Start-ups for 10 Years Swisscom Ventures in FinTech



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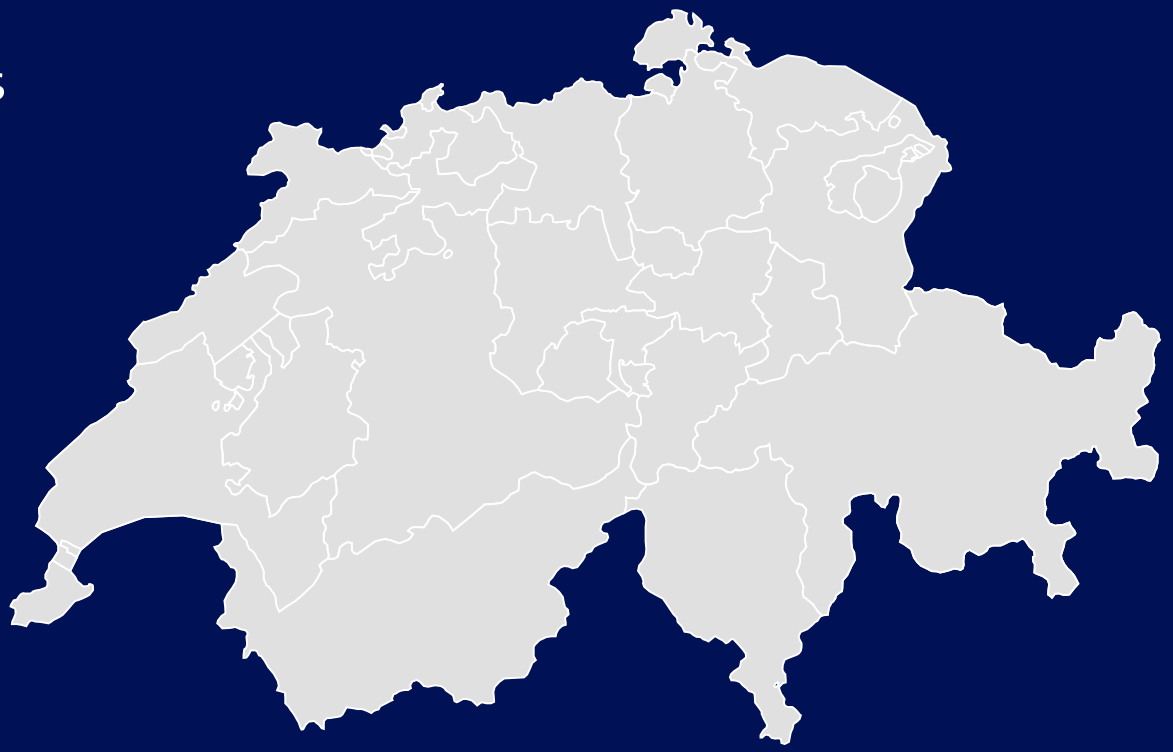
Swisscom supports the FinTech Community

We support start-ups with

> Individual communication solutions
> Personal advice
> Co-workings
> Investments
> Swisscom Cloud
> StartUp Challenge
> Kickstart Accelerator



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Your FinTech Experts

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SME, Blockchain & Accelerator Expert

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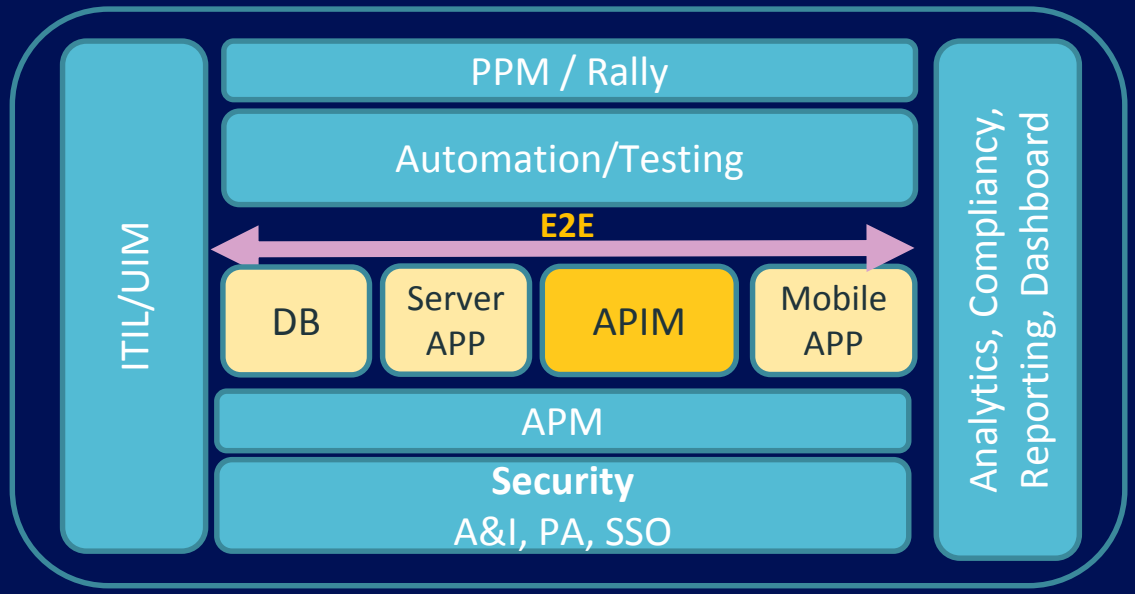
API Playground

Integrated solution framework with true E2E manageability

- Production independent
- Transparent
- Flexible
- Little investment
- As a service
- E2E functionality



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Join our Initiative

Our Offering

- We are looking for FinTechs and banks to shape the market as first movers and build the FinTech APIs of the future
- We offer technology best practice, expertise and funding for proof-of-concepts

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