

WE LIVE IN THE DIGITAL ERA

Everything that can be digitalized will be.

By 2020, more than seven billion people and businesses, and at least 50 billion devices, will be connected to the Internet.

With people, businesses and things communicating, transacting, and even negotiating with each other, a new world comes into being - the Digital Era.

Digital technologies are dissolving the boundaries between industry sectors.

GDRB and PSD2 are just the beginning. The Digital Era will end the exclusive control of banks and other Financial Institutions on financial data of their customers.

THE PAST

Banks owning
their Clients Data

THE FUTURE

Customers owning
their Banking Data

NEW PLAYERS ARE COMING

Many Non-Banking players are poised to become part of the banking value chain as the new incumbents.

These new players are proceeding aggressively with digital innovations to capture more and more of the banking value-chain.

At the same time the Market is changing. New generations of customers are increasingly open to alternative banking options.

New regulations and marketed evolutions are progressively open the door to almost any company interested to Financial Services.

Tech Giants, such as Amazon, Facebook, Google are clearly in first position.

THE NEW BANK AS A SERVICE

CHALLENGE

Losing control on Customers
with a full disintermediation

OPPORTUNITY

Partnering with others in an
Holistic Customer Journey

Simply 'being more digital' will not be enough to address new threats.

Banks have to position themselves as trusted partners before, during, and after the financial transactions that define customers' commercial lives.

Bank as a Service is the only new way of thinking about the role of banks in the digital era.

PLAY IN THE NEW GAME

Access facilitators:

helping customers to discover products and services relevant to them, as well as buy them and maintain them.

Advice providers:

using the insights they have into customers' buying patterns to help them in managing their money and dealing with big financial milestones such as major purchases, healthcare, or retirement

Value aggregators:

delivering merchant funded rewards and discounts on everyday purchases through loyalty reward schemes based on volume and scale

PLAY IN THE NEW GAME

Implementation of PSD2 and GDPR will require to Banks to create partnerships between them and ecosystem enterprises to create a win-win situation for everyone.

The new regulations will introduce banks to two new competitive forces

PISP - Payment Initiation Service Providers are the merchants who will be able to access customers' accounts. This will allow customers to choose third-party providers to initiate their transactions. Consequently, customers will be able to use Facebook to pay their bills or Google to make a wire transfer.

AISP - Account Information Service Provider are the third-party providers that will aggregate the financial data of customers with more than one bank account to offer a more integrated and improved experience to the users.

PLAY IN THE NEW GAME

Also if the implementation of the new Regulatory Requirements and the overall Digital Transformation could seem a challenge to banks, they are indeed an opportunity to create a new Business Model by progressing towards an extended ecosystem.

Fintech companies

Tech giants, such as Facebook, Google and Amazon

eCommerce/Retail Companies

Utilities

Telecommunications

Travels & Leisure

And many more ...

