

# Retail Sales and Service Competitive Overview

Top Pain Points for Retail Banking	Us Now	Our Vision (20xx)	FIS	FISERV	Q2	Meridian Link	Zenmonics	Backbase
1. Configurability	80%	90%	50%	50%	50%	30%	50%	100%
2. Digital Engagement Platform	60%	75%	80%	85%	50%	75%	85%	100%
3. Consistency (in-branch & single platform)	50%	80%	75%	75%	0%	85%	20%	0%
4. Controls	75%	90%	80%	85%	40%	80%	60%	40%

*\*While the competitors may "check the box" and provide everything needed, this page weighs the functionality.*

**\*\*This overview is subject to change per continual product development and feedback from customers.**

1. Configurability - "The system can't be changed to work the way I want it."
2. Digital Engagement - "My customer and I can't interact digitally."
3. Consistency - "I don't have one system that services all products."
4. Controls - "We don't have consistent processes, underwriting, controls, etc."



# Retail Sales and Service Competitor Feature Checklist

		Us		Incumbents			Upstarts		
		2018 Vision	Today	FIS	FISERV	Meridian Link	Q2	Zenmonics	Backbase
<b>Configurability</b> The system can't be changed to work the way I want it.	<b>Overall</b>								
	We define configurability as the means to which administrators can easily configure and make changes to their platform around their financial institution's processes by themselves.								
<b>Consistency (In-branch)</b> I don't have one system that services all products in the branch.	<b>Overall</b>								
	Commercial & TM								
	Deposits								
	Unsecured Lending								
	Home Equity								
	Auto Loans								
	Credit Cards								
	Indirect Lending								
Mortgage									
<b>Digital Engagement</b> My customer and I can't interact digitally.	<b>Overall</b>								
	Online Doc Mgmt								
	Online Application								
	Online Account Opening								
	Online Funding								
	Online Banking								
P2P Payments									
<b>Controls</b> We don't have consistent processes, underwriting, controls, etc.	<b>Overall</b>								
	Auto Decisioning								
	Portfolio Reporting								
	Closing Checklist								
Doc Prep									



# Retail Sales and Service Competitor Overview

	Strengths	Weaknesses
Us Now	Single platform across all lines of business, dynamic customer onboarding and KYC/CIP collection. Offers financial analysis and automated decisioning. Dynamic customer facing solution to onboard, open deposit account and apply for loans with transparency and digital document collection.,	Does not plan to offer P2P/online banking functionality, missing integrations for collateral valuation, account funding and additional doc prep providers. Does not currently offer mortgage lending at nCino. (Some competitors bucket Mortgage under their retail products.)
Our Vision (Fall 20xx)	Single platform across all lines of business with every step in the retail banking process (except for transactional banking) on one platform - customer and banker. Robust KYC & CIP collection with automation and automated decisioning built into the entire journey.	Does not plan to offer P2P/online banking functionality or teller services.
FIS	Mobile-friendly, browser-based, automated workflow and decision solutions, loan origination for secure and unsecured loans, offers indirect lending, offers contact center functionality and mobile banking, has large international presence	Cost of business process changes, module-based, document management is outsourced, financial analysis is an integration to Moody's or Sunguard, customer-facing application is a separate module for document submissions - not robust,online application is an integration with Finaceit
FISERV	Retail LOS, updated UI, integrations to core is included, offers indirect lending, incumbent with over 33 years experience, owns 37% of U.S. market share, owns one-third of U.S. banks and credit unions	Separate modules handle phases of retail loan process, different products for U.S. and international markets, document management is not completely paperless, financial analysis is an integration to Sageworks, CRM is an integration, application mgmt and maintenance is an integration
Q2	Mobile deposit capture, P2P payments, data analytics, machine learning tied to offers, offers consumer mobile app, browser-based banking and SMS text banking, user intelligence/predictions for transaction fraud detection, offers Composer - a website/web content development system, multiple integrations for fraud and risk	Weak origination functionality, compliance is offered in two separate solutions/additional integrations, no document management solution, security KYC/CIP and compliance in their Centrix product (separate integration).
Meridian Link	Popular with credit unions, Jack Henry is major reseller of LoansPQ and XpressAccounts rebranded as Opening Act Express. A significant number of the MeridianLink customer base is through JHA/Symitar. Through integrations, offers indirect and direct lending, loan marketplace, automation, etc.	Module based - LoansPQ (LOS and workflow) and XpressAccounts (account opening/account funding) are not on the same platform. A single portal for managing both, but separate screens pop-up for each. Partnering versus building new features, limited CRM and docman is a 3rd-party integration. No online/transaction banking. Retail LOS is multiple integrations.
Zenmonics	OCR, omni-channel experience, FIS partnership (Zenmonics is an authorized technology consulting partner), virtual lobby (card swipe), money movement/teller services, digital/branch/kiosk/call center all on same digital API, offers online banking (bill pay, quick pay, money management), their account opening has social APIs	Workflow management, doesn't mention doc prep, doesn't support loan origination and offers no financial analysis, onboarding is a plug-in, opportunity management/contact history/needs assessments/scheduled appointments are all add-on features, lacks document management system
Backbase	The end-user can personalize their experience and it can be personalized/configured per roles. Extends a "digital" user experience and is an "accelerator" to enhance customer experience.	Not a back-office/in branch solution, it is a front-end "face" that integrates to systems to provide a "digital" face. There are no end-to-end capabilities.

