

# Fusion Digital Banking Anywhere

Fusion Digital Banking, powered by Malauzai, helps community banks and credit unions grow, compete and win.



**FINASTRA**

**FINASTRA DIGITAL BANKING**

**Digital Revolution—How Today's Consumer Expects More from Their Financial Institution**

**“** This innovative approach and infrastructure provides significant advantages in functionality and flexibility, allowing you to exceed customer and member expectations and beat the digital offerings of competitors. **”**

Accountholders shouldn't have to navigate systems with disparate functionality and appearance when going from digital banking on their laptop to their mobile device. Finastro Digital Banking is the next-generation of mobile and browser banking technology for any financial institution.

**What's Different about Finastro Digital Banking?**  
No matter what device is being used—smart phone, tablet, wearable, or desktop—consumers will have the exact same experience in performance and interface. This innovative approach and infrastructure provides significant advantages in functionality and flexibility, allowing you to exceed customer and member expectations and beat the digital offerings of competitors.

**Key Advantages for Financial Institutions**

**Real-Time Analytics and Reporting**  
Access point-of-sale and trending reports, real-time end-user behavioral analytics from session information to detailed trend analysis of money movement.

**In-App Marketing and Messaging**  
Design all campaigns that engage the user without disrupting their banking experience. Multiple ads can be managed all any given time on the login screen, on the holder navigation menu and as larger ads right within the primary workspace of Mobile Banking App.

**View As User Feature**  
Financial institution employees can launch sessions directly from their own console and "view as user" to see what the consumer sees, allowing them to more quickly identify and resolve issues.

Powered by **MALAUZAI**  
A FINASTRA COMPANY

FINASTRA | Factbook 1

Community banks and credit unions are facing extreme pressure to provide a full-service banking solution for their Retail and Business users anytime, anywhere.

Fusion Digital Banking provides a consistent digital banking experience across channels. A single platform, for mobile and desktop, offers a superior design, innovative features, an open architecture, and intuitive analytics. This allows financial institutions to deliver a unique opportunity, for both consumers and business users, to bank the way they want— with a mobile-first, fast and frictionless digital experience.

87%

Banks considering platformification

62%

Require new technologies to integrate into their current technology stack



Customers are choosing how they do business with us and it is through digital technology.”

**Sondra McCorquodale**  
Chief Digital Officer, Southern Bank

### Design Excellence in One Platform

By using a Mobile-only Experience (MOX) design across all channels, users have a consistent “omni-channel experience, all in one platform, with one trusted technology provider. That means the same easy to use, intuitive banking experience regardless of the location or device.

With over 6,000 different configurable settings, institutions can match their brand to their digital presence so that users truly have a branch wherever they go.

### Constant Innovation and Industry Firsts

Fusion Digital Banking has a widely known track record of industry firsts. From the Apple Watch to Card Controls to Imaged Receipts, our customers can trust that they will be on the forefront of technology and experience with their digital offering.

### Open

Fusion Digital Banking’s open API architecture allows financial institutions to quickly and fully respond to users’ specific needs. Our open platform and access to a large ecosystem of third-party partners gives access to additional services and innovations that other platforms struggle to provide. This means that we can use our integration capabilities to provide more choices to our customers. Which means our customers can provide innovative digital services that match their consumer and business account holder’s lifestyles.

### Insight

Data and analytics are at the heart of Fusion Digital Banking. Deeply embedded within the infrastructure of the digital banking suite, right from the start, Real-Time Behavioral Analytics (REBA) provides real data for insights into end-user activity and patterns. This allows banks and credit unions the opportunity to tailor their digital engagement and user strategy. From personalizing an app to providing risk mitigation, data insights are at the heart of it all.



Discover how Southern Bank and Trust is transforming their customer experience with Fusion Digital Banking Powered By Malauzai.

### About Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today—spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location—from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 90 of the world’s top 100 banks use Finastra technology. Please visit [finastra.com](http://finastra.com)

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