Developing digital propositions for banks to create deeper relationships with small business customers
The way SMBs use banks is changing

Banks need to embrace digital to reduce the cost of serving customers and meet customer expectations

33% of SMBs use online or mobile banking daily

9% of SMBs visit a branch

47% of SMBs are willing to switch banks

68% of SMBs look outside of their bank when purchasing financial services

This moves them towards a transactional relationship, increasing the risk of switching and using other FinTech services and mobile providers.
The way SMBs use banks is changing

It is expected that SMBs will be more than doubling the number of digital tools they use in the next 3 years.

The provision of online tools and insights that address a range of headaches for small businesses represents an opportunity for banks to build stronger interaction and engagement.

Average number of cloud apps being used currently: 3
Average number of cloud apps being used in the next 2-3 years: 7
We help banks redefine digital to engage SMBs

A range of online tools, applications and Fintech solutions in one marketplace environment
Aggregate insight and deliver it to SMBs as timely personalised engagement enabling them to make better decisions

Doing more for the bank

Differentiate the offering within the sector and beyond

Develop stronger more personal relationships with SMBs using digital

Demonstrate commitment to helping SMBs succeed
Our Clients and SaaS Catalogue

- CRM
- Comms
- Finances/POS
- Digital Marketing
- People & HR
- Security
- Productivity
- Web Presence