

# FINOVATE FALL SUPPLEMENT

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# Editor's note



The financial services sector is no stranger to adaptation, often paving the way for implementing digital solutions. From normalising the use of computers in banking during the '80s to developing seamless mobile payment solutions today. Now, the industry is coming together to adapt to another new normal – the digital conference.

FinovateFall is going fully digital this year amid the coronavirus pandemic and it promises to bring you an engaging and seamlessly smooth digital experience.

In this digital FinovateFall supplement, Greg Palmer, vice president at Finovate, reflects on the potential ramifications of COVID-19 on the fintech industry and urges firms to “focus on the fundamentals”. He contends that firms should focus on high-priority innovations, such as: ID verification, security tools, customer-friendly borrowing processes, payments and remittance services.

Palmer notes that now is the time to foster creativity and discover new possibilities.

Ruby Hinchliffe, reporter at FinTech Futures, sits down with Joris Hensen, founder of Deutsche Bank's application programming interface (API) programme, and Karl Illing, managing director of Innopay – the bank's API partner. Hensen and Illing discuss some of the challenges Germany has faced in open banking, its progress to date, and how open banking's future could see banks become data custodians.

We mapped out an infographic on the road towards a cashless society and feature insights from Julie Muhn and David Penn at Finovate.

We hope you find this supplement insightful. [Click on the link here to access the FinovateFall digital event website.](#)

We hope you enjoy the conference and continue to stay safe.



# Exploring open banking beyond PSD2

By Ruby Hinchliffe reporter at FinTech Futures

Open banking is a fast-evolving concept. Whilst it started with the Second Payments Directive (PSD2) and account aggregation, banks are still under pressure to innovate beyond this and truly open up to the fintech ecosystem.

FinTech Futures sits down with Joris Hensen, founder of Deutsche Bank's application programming interface (API) programme, and Karl Illing, managing director of Innopay – the bank's API partner. The bank launched the programme back in 2015. Hensen and Illing discuss some of the challenges Germany has faced in open banking, its progress to date, and how open banking's future could see banks become data custodians.

## FinTech Futures: What was the open banking landscape like prior to coronavirus in Germany?

**Hensen:** Most banks limited themselves to fulfilling the regulatory requirements of PSD2. In other words, they only offered APIs within the mandatory scope. Most likely

they considered opening up as a menace rather than an opportunity. We are convinced that open banking beyond PSD2 can benefit us as a bank. Contrary to common beliefs, we hope to see other banks adopt [this approach] as well. We believe the market would generally benefit from open banking being the new normal, rather than the exception from the rule.

**Illing:** As our Open Banking Monitor shows, Commerzbank, Deutsche Bank and the German savings banks have all built considerable suits of partner APIs and comprehensive developer portals. On the fintech side, we already had quite a vivid landscape before PSD2. This was due to pre-existing access protocols such as FinTS or API aggregators, which made third party account access possible.

## What tangible progress towards open banking have you seen and implemented during COVID-19?

**Hensen:** On the retail side, we have seen how the pandemic accelerated trends like the digitalisation of banking products. Take the example of opening up new current or investment accounts. In the past, this process still involved manual steps and paperwork. Today, we offer an API that covers the whole process end-to-end,



completely digital. That way, fintechs can integrate account opening as a new feature inside their apps and services.

**Illing:** At the very least, the pandemic has made it clearer than ever that banks need to optimise the way they reach and serve customers through digital channels. This means increasingly fostering collaboration with fintech partners to enrich propositions. There are several good examples of bank-Fintech partnerships that emerged in the wake of the pandemic, for instance around faster access to COVID-19 instant loan facilities. Banks will also need to leverage third parties to generate digital reach. For this, embracing open banking is essential.

## Germany has long been regarded as a cash-heavy country, even in its capital Berlin. Why is that? Could open banking change this at all?

**Hensen:** For historical reasons and privacy concerns, Germany has long been a cash-heavy country. At the same time, Germany has always been a leader when it comes to open banking. Prior to modern Rest APIs, we had proprietary interface standards such as HBCI and later FinTS. This led to numerous successful open banking business models long before PSD2 became a thing. The pandemic is a real game

changer here in Germany. Card usage and mobile payments are getting more popular, even among older age demographics.

**Illing:** On the consumer side, there is a deep-rooted and long-lasting affinity for cash for reasons of – supposed – privacy, security and control of expenses – things that Germans may on average value relatively more than others. Many merchants still only accept cash or have minimum amounts on card payments due to relatively high costs of card acceptance and complicated pricing models. Open Banking as a driver for non-cash payments? Not initially, but the “paradigm shift” of the COVID-19 crisis may also result in a more open mindset towards alternative, open banking-based payment methods.

## What's the hesitancy still held by many banks around opening up their systems to fintechs?

**Illing:** Many banks first connect open banking to PSD2 and still perceive regulation as a burden and not a chance. They miss the strategic perspective. Additionally, the benefits of exposing APIs to fintechs are often not really tangible from the start, since they are based on developing an ecosystem for which you need to take a longer-term view. One needs to believe in a future open landscape to be able to grasp the benefits of open banking. Monetisation and revenue generation via APIs is still in its infancy, where willingness to pay and pricing strategies are still very much open – at least in the financial sector. It also often requires an extensive digital transformation internally before being able to open up new IT architecture based on APIs, new people, skills, roles, culture, etc.

## What are some of the biggest hurdles for fintechs partnering with banks in Germany?

**Hensen:** Fintechs should closely look at what banks provide – a decent developer experience and APIs which are more capable than just fulfilling the regulatory requirements of PSD2. But open banking is not just about technology. Fintechs should also consider if and how banks support them in joint marketing activities. At the end of the day, most open banking use cases require end users to connect their bank account with a third-party application. You want to make sure that end users feel comfortable doing so. Many business inquiries we receive come from people with a non-technical background, and that is totally fine.

## How far does Germany have still to go in its open banking journey? Where is it now and where does it want to be?

**Illing:** Increasingly banks are offering account aggregation functionality to their customers, and a range of incumbent banks have taken the lead in offering “premium APIs” beyond PSD2. We will see more players following that path. But for the overall ecosystem to thrive further, it is clear that we need more alignment and standardisation. Take digital identity as just one example. It is one thing for a single bank to offer an identity confirmation API, but it becomes more powerful for everyone

if this is standardised across banks and incorporated into a common scheme, as is the case in the Nordics, for example. Open banking is only the beginning. Over time, other sectors will open up as well. In such an open data economy, banks are ideally suited for such a role as “data custodian”. In our view, this will be an important building block for the future relevance of banks.

## Open banking as a gateway to new kinds of payments is the next wave of development and chatter in the UK. How is Germany thinking about this capability of open banking – likely far more transformational than simply connecting data?

**Illing:** The past has shown how difficult it is to position new payment methods that do not improve customer experience in a fundamental way or deliver value-add for customers. In the area of online payments and e-commerce, open banking could spur adoption of value-adding payment options like peer-to-peer (P2P) payments, pay-later options or payments in instalments. So, even with the pandemic mindset switch, a new proposition needs to provide more benefits than just another way to pay. For a truly transformational impact we believe that banks should also think beyond payments and enable their customers to be in control of their digital identity and data exchanges in all sorts of ways.



# Why Banking-as-a-Service (BaaS) is fintech's newest trend

By Julie Muhn, senior research analyst and author at Finovate



The concept of the “as-a-service” model sits at the core of fintech. After all, it’s what business-to-business (B2B) fintechs do; the third parties help financial services companies add to or enhance their existing offerings by providing a product that sits outside of their core competency.

One of the most common examples of this – Banking-as-a-Service (BaaS) – is exemplified in tech companies adding payment cards to their suite of products. Offering end-customers a

payment method not only makes their original solution more sticky, it essentially turns the company into a challenger bank, even if the company has no ties to banking. Take Apple, for example. Apple is a tech company, not a bank, but launched a credit card in partnership with Goldman Sachs last August.

Despite BaaS having a long-standing history in fintech, the concept is having a moment within our industry. Here are a few reasons why:

## Everyone benefits

Customers receive a one-stop-shop and usually end up with a better user experience. Banks, or the BaaS provider, benefits from increased revenue. In the case of the Apple Card, Goldman Sachs is gaining interchange revenue. And the business or organisation receives a boost from providing a closed-loop experience. When customers don’t have to leave their website or app in order to make a transaction, it not only keeps the customer coming back to the business, but it also makes it more difficult for them to lose that person as a customer.

## Open banking is making it possible

Even though not every location has open banking mandates, customers have become accustomed to having their financial information available across platforms. Given this, many fintechs have come up with easier ways to increase data fluidity among third parties.

## Increased flexibility

There is increased flexibility in two senses: first in the types of financial services available and, second, in the way the service providers have structured contracts and how they charge for services. As a result, implementation time is not only more efficient, but go-to-market time is faster. What used to take large financial institutions months to integrate now takes days.

# Dealing with the a new digital normal

By Alex Hamilton, deputy editor, FinTech Futures

The financial services industry has seen a monumental shift towards digital services over the past year in reaction to the “new normal”. FinTech Futures speaks to Tracy Schlabach, Accusoft senior manager for product and customer marketing, about just how far the digital change is reaching.

**FinTech Futures:** What major changes have you seen in the industry since the COVID-19 pandemic?

**Tracy Schlabach:** With the pandemic, we have seen conversations in the financial industry shift to centre around a contactless banking concept. This concept allows customers to be able to take advantage of banking options that were previously only available in a branch of the bank in-person.

In addition, this concept also allows employees to maintain a remote work-from-home status while securely accessing and viewing customer data as well as

providing sales and support services to the client.

With the contactless banking concept, financial institutions are reaching out and looking for integrations that would allow them to quickly adapt to this new environment.

**FF:** Has a sudden shift toward a remote and digital-first ecosystem been a shock to banks and financial institutions (FIs)?

**TS:** What we are seeing is that the remote workforce mentality was the larger shock for the financial institutions. Especially some of the larger legacy banks that have complex and aged solutions for maintaining client information.

The issue the banks had to address was quickly creating a way to enable their workforce to remote into databases while maintaining client data security that financial regulations demand. In addition, they have had to quickly develop processes and portals allowing their employees to securely receive needed documents from the client and import the data from those documents into the company database.

On the client-side, I would not say it is a shock for them as much as it has hastened the migration to paperless as well as speeding up digital-first client offerings. Most institutions have had these concepts on their roadmap, as increasing customer demand has been driving the need for easy access to account information and banking products.

Some financial institutions in the past couple of years have had this as a larger priority as they see the value of this as a differentiator in the market. Others who were taking a more moderate approach, are pulling these roadmap items in, prioritising new features and functionalities that support the digital-first ecosystems.

**FF:** What small-scale pressures might fall through the cracks as banks and FIs look to react to changes in the industry?

**TS:** As with any technology-driven change, there are always items that can fall through the cracks. Financial institutions to move quickly must also maintain caution to not skip critical steps in the implementation and testing process.

**FF:** Are these changes good for consumers at the end of the day? Has the situation pushed even the slowest firms towards innovation?

**TS:** With the pandemic forcing everyone to re-evaluate how they engage with consumers, financial institutions are having to reimagine the customer experience. They are being forced to find ways of servicing the needs of the consumers without requiring an in-person experience. Having a personal touch with financial advisors, loan officers, branch managers, and customer service personnel is not going to go away.

**FF:** Are there integrations that would assist financial institutions to go-to-market with a digital-first solution more quickly?

**TS:** Banks and FIs building out applications to accommodate a digital-first approach have to leverage technology to capture data from documents and form as well as provide a secure document viewing experience.

These banks and FIs can look to integrate data capture and programmatic conversion software development toolkits (SDK) to solve for the capture of data from unstructured documents and semi structured forms, as well as convert those files into a single standardised file format. By integrating these toolkits, software developers at financial institutions don't have to build and maintain all the libraries required to process the different file formats customers could be using to submit documents electronically.

This allows the developers to focus on the user experience features of the new application and leave the heavy lifting of maintaining and updating over 100s of file libraries to companies like Accusoft. In addition to document capture and conversion, banks and financial institutions can leverage an HTML5 viewer application programming interface (API) that when integrated into their application allows both the employees and the customer to view documents securely inside their application without losing control of the original document.

When employees have to email documents to the customer, those documents are downloaded and opened using applications such as Word or a pdf application. Companies are losing control of

the documents at that stage. However, with a document viewer embedded in their application, the customers and employees can view the document without having to download and open the document in a separate program.

**FF:** How do you see the industry moving forwards from here? Have we reached a watershed moment for the provision and proliferation of digital services to both small and medium-sized enterprises (SMEs) and customers?

**TS:** I would say banks and FIs are just scratching the surface of new offerings for customers from a digital perspective. As Plato so wisely said, “necessity is the mother of invention”. The necessity of business to change and adapt to this new norm will encourage new and revolutionary innovation.

We are working closely with our banking and financial institutions to partner with them on this journey. My product managers and software engineers are focused on the future and developing integrations that will enable our customers to react quickly and efficiently to the changing times. I am very excited to see what the future holds.



**Tracy Schlabach**, Accusoft senior manager for product & customer marketing

# A return to the fundamentals

By Greg Palmer, vice president at Finovate

Like most industries, fintech and banking have experienced massive disruptions in the past six months. As we've gone through the process of enforced change, the big question facing our industry is essentially the same as the one facing the entire world right now: what is the "new normal" going look like?

There's no easy answer to that question, and the unsatisfying truth is that we probably won't discover what normal looks like until we get there. That said, there are guiding principles we can all use to steer fintech towards a new status quo that works for all parties in the financial ecosystem.

The most important of those is returning to the fundamentals, the reasons why so many of us are interested in, and engaged with, fintech in the first place. The time is right for fintech to step up and demonstrate that the technologies and systems which have been created over the past decade are capable of making a real impact on the world beyond our own little bubble, helping individuals, banks, and technology companies alike.

As COVID-19 made its progression around the world, it became clear very quickly which financial institutions had taken steps towards digital adoption and which hadn't. Despite years of seeing the writing on the wall, many banks hadn't really started the process of updating old systems, implementing new technological tools, or

re-evaluating stale, outdated processes. As someone who has worked in fintech for a long time, I'm sure I'm not alone when I say that this pattern has been maddening to watch.

It's tempting to look at the banks that have struggled to implement remote banking solutions for their customers, remote working solutions for their employees, or other needed tech solutions and think something akin to, "this is what they deserve – they had their chance to upgrade, and they didn't take it". While that can be satisfying from a fintech professional's perspective, it's too simplistic.

From the other perspective, fintech has sometimes made itself easy to dismiss by offering up solutions that aren't grounded in customer or bank needs. For every solution offering real value that banks could safely engage with, there have been countless others out there muddying the water, serving as distractions.

For banks with limited resources, the amount of superfluous solutions and obfuscation has made the process of picking technology partners a daunting one, requiring hours of painstaking research, request for proposal (RFPs), strategic planning sessions, and more. Many banks simply haven't had enough spare time or money to properly engage with the process.

As we look to define the future of our industry, the path out of the

current morass for both fintechs and banks is to return our focus to the basic value propositions that implicitly underpin our industry and bring them to the foreground. It's more important than ever to make sure that all sides are delivering concrete value, useful products, and real-world solutions that will resonate beyond the confines of an event like Finovate or a publication like Fintech Futures.

When I say it's time for fintech to return to and focus on the fundamentals, I'm talking about the fundamental value that people get from financial institutions. In a conversation I had with Backbase CEO, Jouk Pleiter, for the Finovate Podcast, he described focusing on improving customers lives as the "North Star," the guiding principle that drives them forward as a company. "Overall, it's all about how we help people improve their financial life," he added. This is a mindset that has allowed Backbase to become hugely successful, and I don't think anyone could put the focus where it needs to be more succinctly.

It's easy to lose sight of that kind of big picture idea when you're in the thick of things, and it's especially easy when there are large-scale problems like those we've seen in the last six months. But if you take a step back from the day-to-day, a simpler picture emerges.

People need a safe, private place to store their money. They need to

be able to move money from place to place: completing payments, sending money to family members, and moving it from one account to another. They need to be able to borrow money to deal with big purchases or unexpected setbacks (especially in times like these). And they need to be able to grow their wealth over time to keep up with inflation, save for retirement, and work towards financial stability and security.

From a fintech standpoint, anything that doesn't directly lead to end-users being able to do something on the list above isn't a priority right now. We need ID verification and security tools to keep money safe; we need payments and remittance tools

so people can move their money where it needs to go; we need easy, customer-friendly borrowing processes and new ways to define creditworthiness so people can borrow money when they need it at a fair price; and we need tools which let people grow and manage their own wealth if they want to, and services that will help people strategise and automate their savings plans if they don't. And now, of course, we have to be able to do all of that remotely, digitally, outside of a branch environment.

I love the creative side of fintech, and we will, in time, find ourselves in a position where the industry will have more license to explore, push boundaries, and discover new possibilities. But right now, it's

time for fintechs and banks alike to push those kinds of thoughts to the side, and to focus on the challenges of the here and now.

This is a moment that people will remember. Customers will remember how they were treated by their banks, and banks will remember which tech companies helped them take care of their customers (and which didn't). Stay focused on the big picture and get remembered for the right reasons. We're playing for keeps now, and anyone who loses sight of the fundamental value they need to be providing will find themselves forgotten, no matter what the "new normal" looks like.

"When I say it's time for fintech to return to and focus on the fundamentals, I'm talking about the fundamental value that people get from financial institutions."





# The road to a cashless society

By Ruby Hinchliffe, reporter, FinTech Futures



2017 - Some \$160.6 billion in non-cash transactions were carried out in North America, higher than any other region according to Statista.



2016 - India introduced its Unified Payments Interface (UPI), an instant real-time payment system developed to facilitate inter-bank transactions.

2020 - Ghana becomes first African country to introduce a universal QR code.



1994 - Stanford Federal Credit Union becomes first bank to offer all customers online transactions.



2009 - A programmer - or potentially a group - under the pseudonym Satoshi Nakamoto invented Bitcoin.

2000 - PayPal launches allowing online payments between individuals.



2011 - China's Alipay designed a QR code payment method which allowed offline partnering stores to accept payment by scanning an individual's QR code in the Alipay Wallet.



2007 - Western Union and GSMA create mobile money transfers. Barclays introduces the first contactless cards.

1966 - The first debit card hit the market, according to Kansas City Federal Reserve. The Bank of Delaware piloted the card.



1970s - Lloyds introduces magnetic strips to cards.

1967 - First ATM card created by Barclays in London.

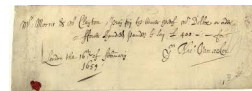


1980s - Point of Sale (Pos) comes in, so consumers can swipe their cards to make a payment.

1950 - The modern payment card was created in by Ralph Schneider and Frank McNamara, the founders of Diners Club. It required consumers to pay each month's statement balance in full.

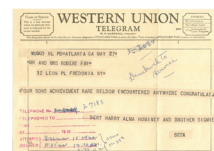


14th century - Rise of cheques, which became a popular form of payment in 17th century.



1914 - First transaction card by US Western Union.

1872 - Western Union launched its wire transfers service. An operator at a telegraph office would send a message to another office, upon which funds could be released.



1946 - First bank card called 'CHARGE-IT', by Brooklyn banker John Biggins. Purchases would be forwarded to Biggins' bank to be settled with the merchant.



1000 years ago - Chinese merchants invented the first form of paper money.

3500 years ago - Bronze, silver and gold introduced as a form of money.



13th century - Marco Polo brings paper money back to Europe on his travels.

# Making the cost of compliance work for you and against the fraudsters

By David Penn, research analyst and author at Finovate

Some of the brightest minds in the digital identity business believe that making the cost of fraudulent activity prohibitively high is key to undermining the ability of criminals to profit from cyber-fraud.

“Eliminating all fraudulent accounts is an admirable goal, but perhaps unattainable,” writes Cameron D'Ambrosi, principal at One World Identity, and an upcoming participant in our Digital FinovateFall “Future Financial Crime” roundtable. “Making it more expensive to create a fraudulent account than the profit generated by a fraudulent account is ... achievable. It will go the farthest towards meeting the goals of trust and growth teams alike.”

In a blog post earlier this year, D'Ambrosi put the case for digital identity in the context of the current global health crisis, seeing COVID-19

– and the social and economic response to it – as an accelerant of trends that had been in place before the onset of the coronavirus.

As D'Ambrosi explains, in a world in which individuals are increasingly accessing an ever-growing array of digital platforms – on their own or under the influence of algorithms – distinguishing authentic users from digital-created fakes and imposters – is critical to a 21st century online experience that can be trusted. This challenge will be more intense because of the incentive around brands and businesses having to “go viral” in order to spread their content as widely as possible. Ensuring that customers are not conned by brands that are scams and that merchants are not fooled by customer-impersonating bots is a key task for digital identity companies today.

On the issue of digital identity and financial crime, Jas Randhawa, chief compliance officer for Stripe, underscores the rise and challenges of “newer fraud typologies”. Randhawa also dissects the opportunities for fraud in the current COVID-19 environment. He observes that the renewed volatility of the stock market during the global pandemic also provides fertile ground for fraudsters. Adding powerful incentives for merchants and other businesses to “go digital” in their response to lockdowns and work-from-home, leads to additional pressure on the ability of the identity management infrastructure – for institutions and individuals alike – to determine real, legitimate actors from fake or malevolent ones.

Randhawa will also be joining our Digital FinovateFall conversation on

“Future Financial Crime”. A 14-year veteran of financial crimes and compliance management – including six years with PwC – and a certified anti-money laundering specialist, Randhawa emphasizes a few general themes from his experience in compliance: de-siloing decision-making, embracing technology, understanding the cyclical nature of identifying problems, developing solutions, and innovating as new challenges arise – then starting the whole process over again.

Randhawa's example of Stripe is thought-provoking, given that the company is a digital-first entity. While that shields the firm from having to digitize in the middle of a pandemic, the company faces the task of securely onboarding a surge of businesses that had to suddenly made the decision to pursue digitalisation. Moreover, the company needs to thread the needle of keeping bad actors off the platform while not being so restrictive as to undermine its own goal of “growing the GDP of the internet.”

For Randhawa, the current circumstance likely represents a “new normal” as far as the innovation cycle in compliance is concerned. “We'll have to keep whacking away at this problem,” he said during an online panel on “Real Identity Validation in a Digital World” earlier this year. He emphasizes that creativity will be required in order to achieve an experience that is simultaneously the most seamless and the most secure.

Among the companies helping businesses and individuals cope with the new requirements of the “new normal” are firms like Jumio

“Eliminating all fraudulent accounts is an admirable goal, but perhaps unattainable,”

Cameron D'Ambrosi, principal at One World Identity

and SheerID. Both companies are Finovate alums forging innovation in the digital identity management space, and both are portfolio companies of venture capital firm Centana Growth Partners. Founded in 2015, Centana considers authentication and identity technology companies among its core competencies and the firm's co-founder Eric Byunn will also join our conversation on “Future Financial Crime”.

“Authentication is of critical importance to a broad range of online and mobile applications across industries such as financial services, e-commerce, travel, and the entire sharing economy,” Byunn said four years ago when Centana acquired Jumio, making a statement that is all the more true today. He called identity “top-of-mind for companies” last fall when SheerID was named to the Deloitte Technology Fast 500.

Centana also has a more direct commitment to financial crime fighting than just its investments in digital identity innovators. The VC firm is also a backer of SpyCloud, a Finovate Best of Show winning start-up that specialises combating account takeover (ATO) fraud and

recovering stolen credentials from the online criminal underworld or “dark web.” SpyCloud raised \$30 million in Series C funding on 18 August this year. The round was led by Centana, featuring the participation of Microsoft's venture capital fund, M12, as well as Altos Ventures, Silverton Partners, and March Capital Partners.

“SpyCloud's approach to fraud prevention is helping businesses protect themselves and their customers at a time when threats are more pervasive than we've ever seen,” Byunn said when the funding was announced. “We heard from major financial institutions and a wide range of enterprises that SpyCloud's solutions are critically important to their anti-fraud efforts.”

The fact that VC firms continue to plough money into companies that fight cybercrime – either directly like SpyCloud or indirectly by enhancing the identity management infrastructures we rely on – is a positive sign in and of itself. But in the context of winning the race against technology-savvy criminal adversaries, it's a welcome indication that the money is flowing in an area where the challenge appears never-ending.





# Why remote onboarding is going to make or break banks

By Loryll DeNamur, Jumio content manager

A J.D. Power study released in February 2020 found that the number of new account openings at bank branches now comprises just 55% of all new account openings, down ten percentage points from just a year ago. The same study found that 31% of new account openings are executed through a bank website or mobile app, up from 22% in 2019 – that's a 50% increase in just one year.

The shift to digital banking was already taking place well before COVID-19, but the pandemic obviously moved digital transformation to the front burner when in-branch activity was severely curtailed. Consequently, financial institutions have had no choice but to innovate – and quickly – or risk losing market share and reputation to their more digitally nimble competitors.

While some consumers have long embraced digital options, others are now adopting digital banking for the first time out of necessity. Post-pandemic, the

question remains: how many of these digital consumers will ever return to the branch office?

More than four in five financial institutions ranked improving the customer journey as the most important strategic priority for 2019, according to the Digital Banking Report. Unfortunately, many banks have simply cloned the new customer onboarding process used in their branch offices and replicated it on their website. This doesn't equate to a positive user journey for new customers.

Banks around the globe typically perform a common set of steps when onboarding a new customer, though the process differs depending on whether it occurs at a physical branch or online. While banks are required to perform the necessary due diligence as part of their know your customer (KYC) obligations, there are a number of onboarding steps that

can be automated, streamlined and simplified to deliver a better customer experience.

Many consumers don't necessarily want their branch office to go away – what they want is a choice, whether, it's online within an app, on the phone or at a branch office.

Jumio's new guide, Remote Onboarding: How Banks are Changing the Game, provides an in-depth look at the principles and technologies that result in a seamless customer onboarding experience that optimises new account conversions while also defending against emerging fraud tactics and meeting ever-evolving compliance mandates.





