

The fintech banking playbook

How data analytics can enable success against stiff competition and market volatility

No matter where you sit on the ever-evolving banking spectrum, threats are omnipresent.

Economic fallout from pandemic

The emergence of Banking-as-a-Service (BaaS)

The continued rise of neobanks

Seven leading neobanks — including Chime, Acorns, and Dave, among others — altogether added 11 million users between the end of 2019 through September 2020.²

Big tech: friend or foe?

Tech giants are positioned to grab up to 40% of the \$1.35 trillion in US financial services revenue from incumbent banks.¹ On the contrary, Google recently introduced Plex, a mobile-first bank account that partners with banks and credit unions.

Rising security concerns

Mounting regulatory pressures

Customers both fickle and tech-savvy

50% of consumers interact with their bank digitally, and 27% of consumers have opened a new bank account (including primary and secondary accounts) in the past year.³

But don't just level the playing field.
Win the long game with GoodData — the most agile, powerful, and secure business intelligence and data analytics platform on the market.

92% of global banking executives are either already accelerating digital transformation of business services or plan to do so.⁴



Why GoodData?

- ✓ Embedded analytics for both internal teams and customers
- ✓ Rapid and effective scalability in three dimensions: data volume, cost, and users
- ✓ Insights that abide by the highest privacy and security standards
- ✓ Ability to validate identity, patterns, and risk quickly and at scale
- ✓ Increased productivity and reduced costs for analytics operations
- ✓ Dashboards customizable by insight, interactions, and branding

Request your free proof of concept or demo at gooddata.com/demo

Sources:

1. "Tech companies in financial services: How Apple, Amazon, and Google are taking financial services by storm," 2019, Business Insider
2. "What the Surge in Fintech Launches Signals for Banking's Future," 2021, Financial Brand
3. "2020 Accenture Global Banking Consumer Study," 2020, Accenture
4. "2021 banking and capital markets outlook," 2020, Deloitte