

Market Update

Dynamics Shaping the Future of Bank Technology

Disruption

Core Vendor
Update

Looking
Back

Current &
Future-State

Presented By: David Saylor · Founder · Genesys Technology Group, LLC · david@genesystg.com · 770-729-4139

"If there's one reason we have done better than our peers in the Internet space over the last six years, it is because we have focused like a laser on customer experience, and that really does matter, in any business."

amazon


Jeff
Bezos

Market Update

Dynamics Shaping the Future of Bank Technology

Disruption

Core Vendor
Update

Looking
Back

Current &
Future-State

Presented By: David Saylor · Founder · Genesys Technology Group, LLC · david@genesystg.com · 770-729-4139

dis•rupt•or

a company or form of technology that causes radical change in an existing industry or market by means of innovation.



Banking will never be the same...

Pressures abound, innovation is a must.



Big Box Retailers



Tech Giants



Neo/Challenger Banks





Rise of the NeoBank

40

Number of NeoBanks in U.S. 2021

Laser Focus

Innovation
Frictionless CX
Niche Driven

Built for Speed

Leverage Micro-Services in the
Cloud
API Driven
Open-Source Front Ends
Rapid Launch
Speed to Market



13.1 Million Account Holders



Current

2nd Place (4 Million)



Best Savings Tools



Best Checking/Investing



Get Paid Early



Best for Freelancers



Cash App

BitCoin Account



Best Credit Cards



MoneyLion

Credit Building
Second Chances



Cashback Rewards
Metal Cards



Rise of the NeoBank

60

Number of NeoBanks in US Today

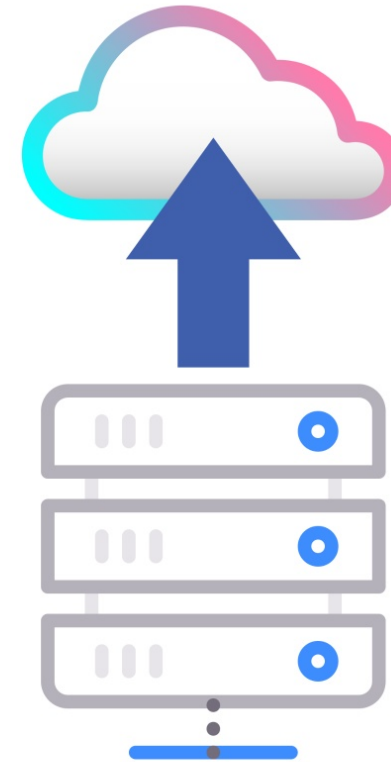


Innovation
Frictionless CX
Niche Driven



Leverage Micro-Services in the Cloud
API Driven
Open-Source Front Ends
Rapid Launch
Speed to Market

Compartmentalized Services in the Cloud



Payments

Cards
ACH
Wires
Real-Time

Core

BaaS
GL
Deposits
Loans

Digital

Proprietary
Best of Breed
API's | Plugins
A.I.

Data

Warehouse
Analytics
Decisioning
Real-Time

Development

Low Code
No Code
A.I. Driven

Deploy

Speed
Flexible
Agnostic
Updates/Features

Challenge the Challengers

Easier said than done.

Market Update

Dynamics Shaping the Future of Bank Technology

Disruption

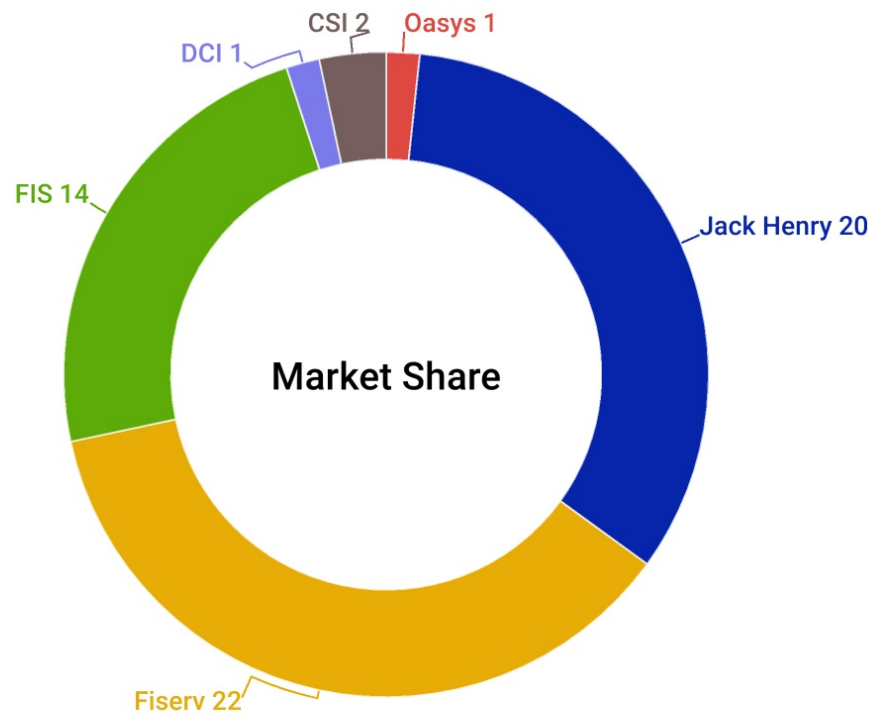
Core Vendor
Update

Looking
Back

Current &
Future-State

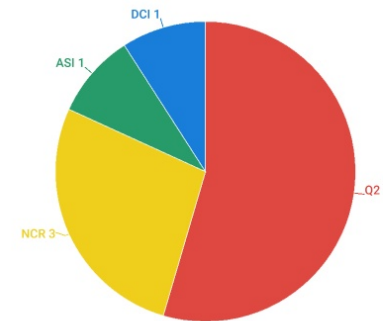
Presented By: David Saylor · Founder · Genesys Technology Group, LLC · david@genesystg.com · 770-729-4139

State of the Market - Virginia Banking

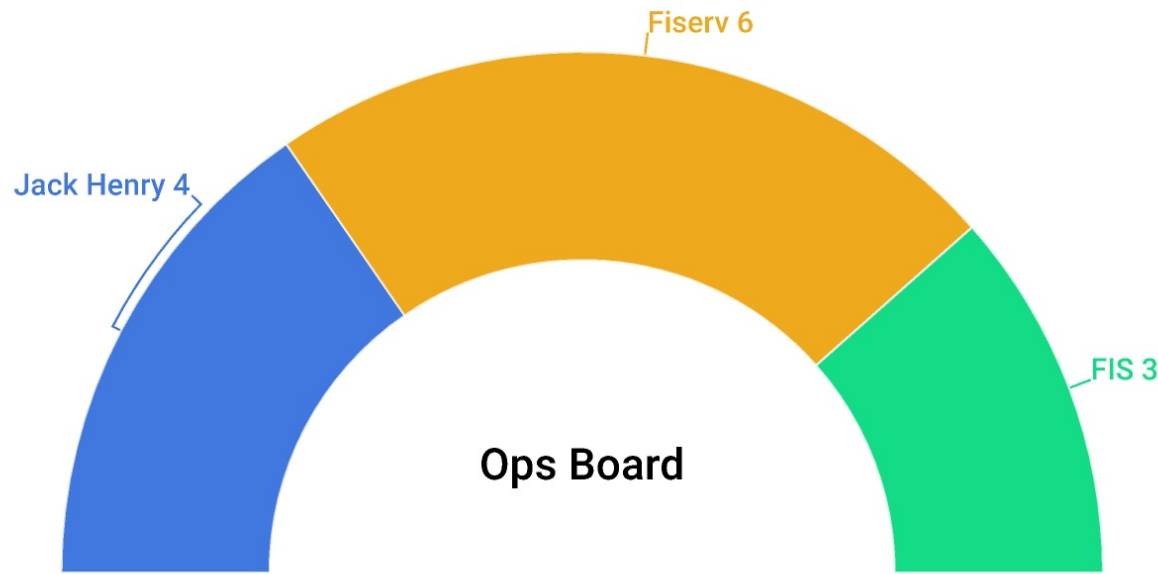


64 Banks
60 Accounted For
1 New Entrant
0 Start Ups

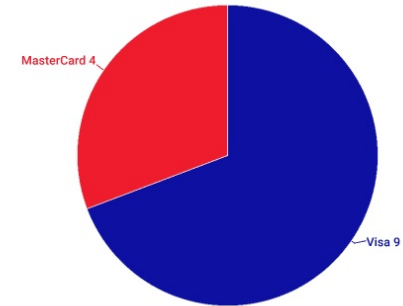
3rd Party Digital Stats



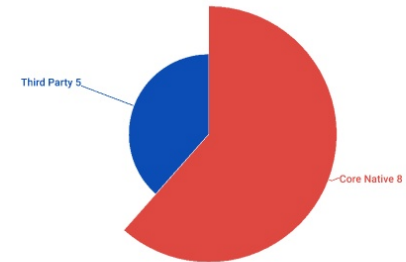
State of the Market - VBA Ops Board



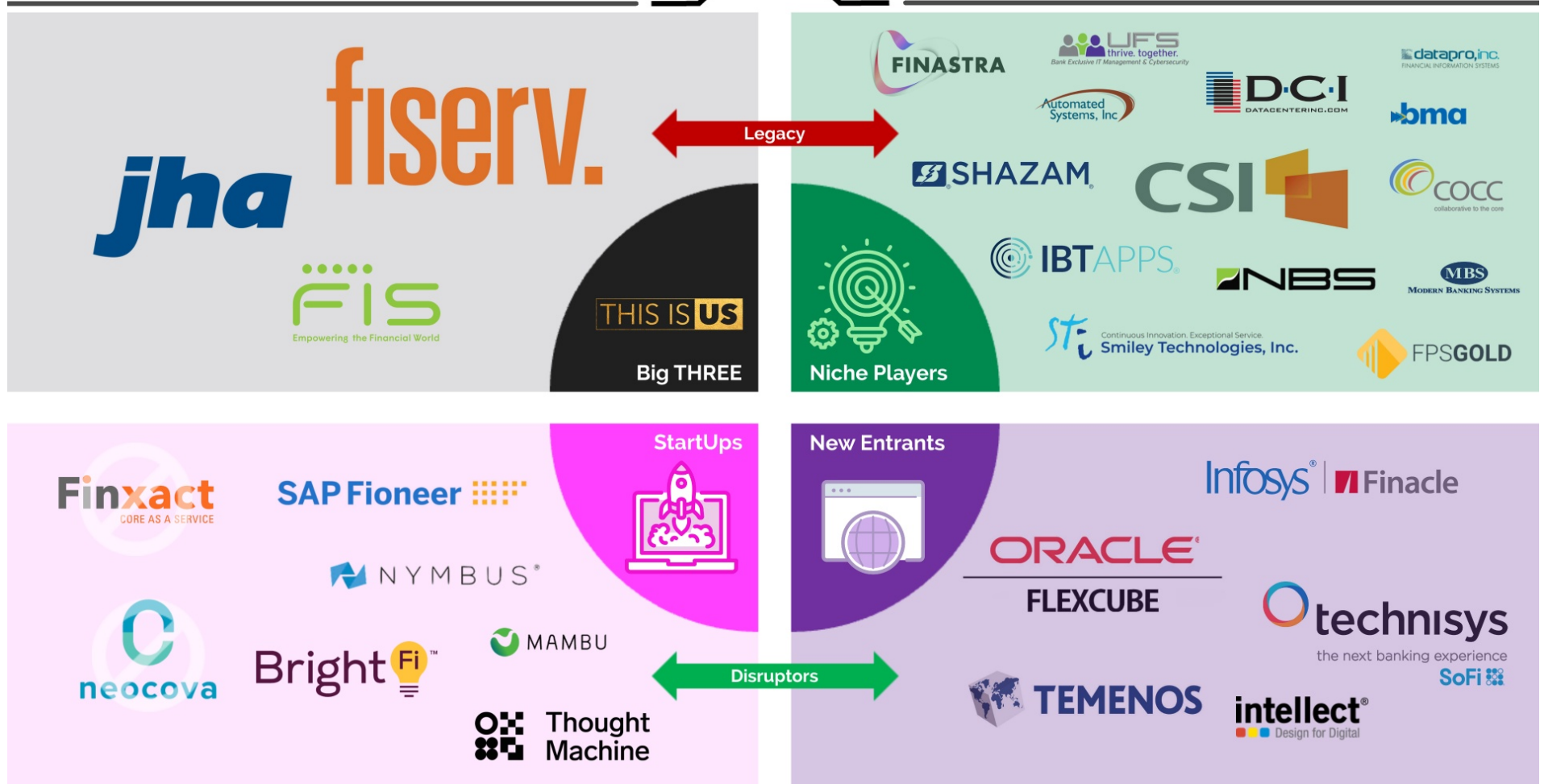
Debit Branding



Digital Allegiance



Core Vendor Landscape



Industry Update

Core Vendor Landscape



The Big Three are adapting...



Communicator
OPEN

Premier Real-Time

Buys Finxact

Adopting Cloud
Strategy

Digital Re-Write



Launches
MBP

CodeConnect

ETHOS

Digital Re-Write

**No Plan for
Horizon Real-Time**



Silverlake
Real-Time

Jxchange | EIS

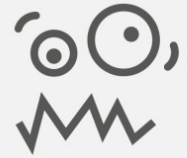
Digital Re-Write

Call Center &
Workflow

Announces Cloud
Banking Platform

Realization | Between a Rock and Hard Place

Community banks must reverse decades of strategic moves



- Spent the last two decades **reacting to the regulators, consolidating vendors, and reducing costs**
- Core vendors **simply reacted** to what they were being required to do
- Current market pressures have **exposed a nerve**
- Innovation in bank technology is **stifled** by the core vendors **inability to keep up**
- **Legacy systems** are under fire but they are necessary
- Innovation is possible. Forward-thinking institutions must **adapt. Before we move ahead...lets look back**

Market Update

Dynamics Shaping the Future of Bank Technology

Disruption

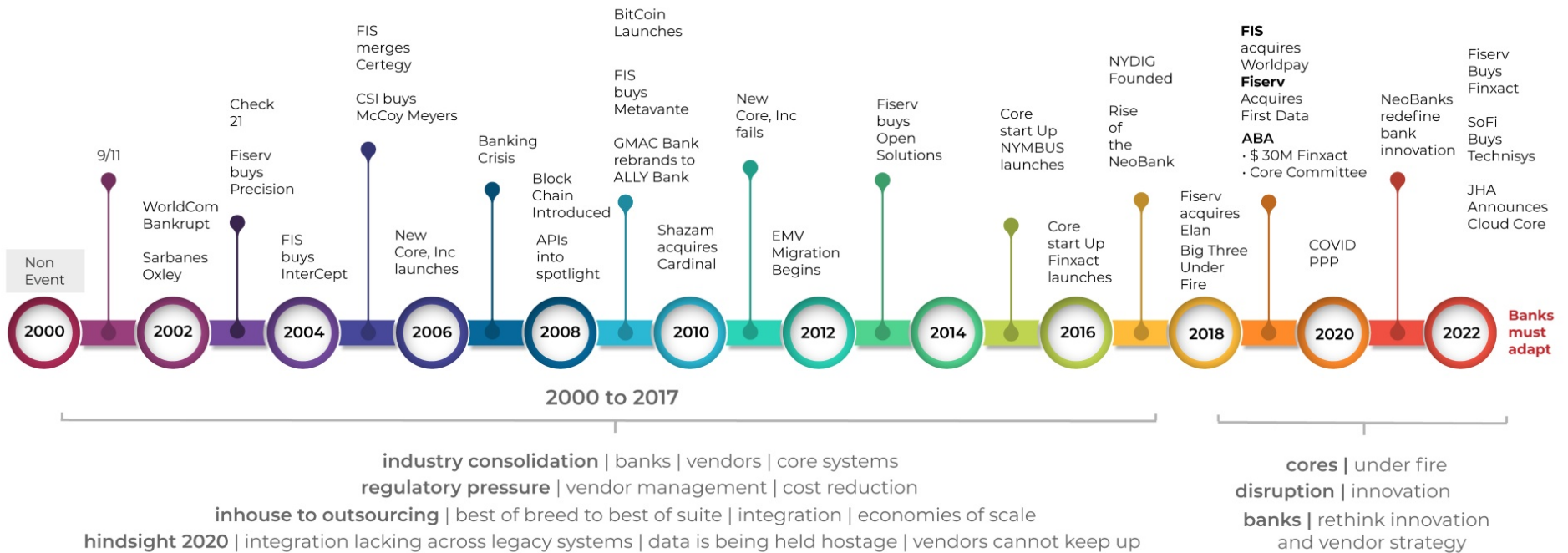
Core Vendor
Update

Looking
Back

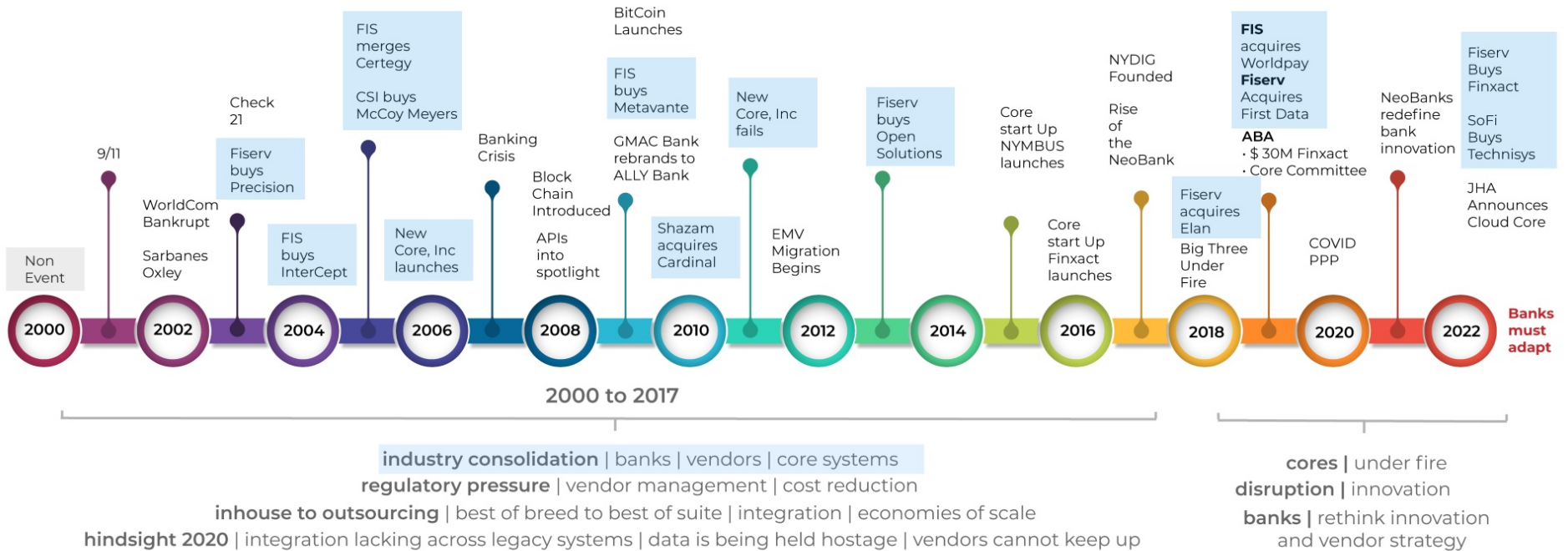
Current &
Future-State

Presented By: David Saylor · Founder · Genesys Technology Group, LLC · david@genesystg.com · 770-729-4139

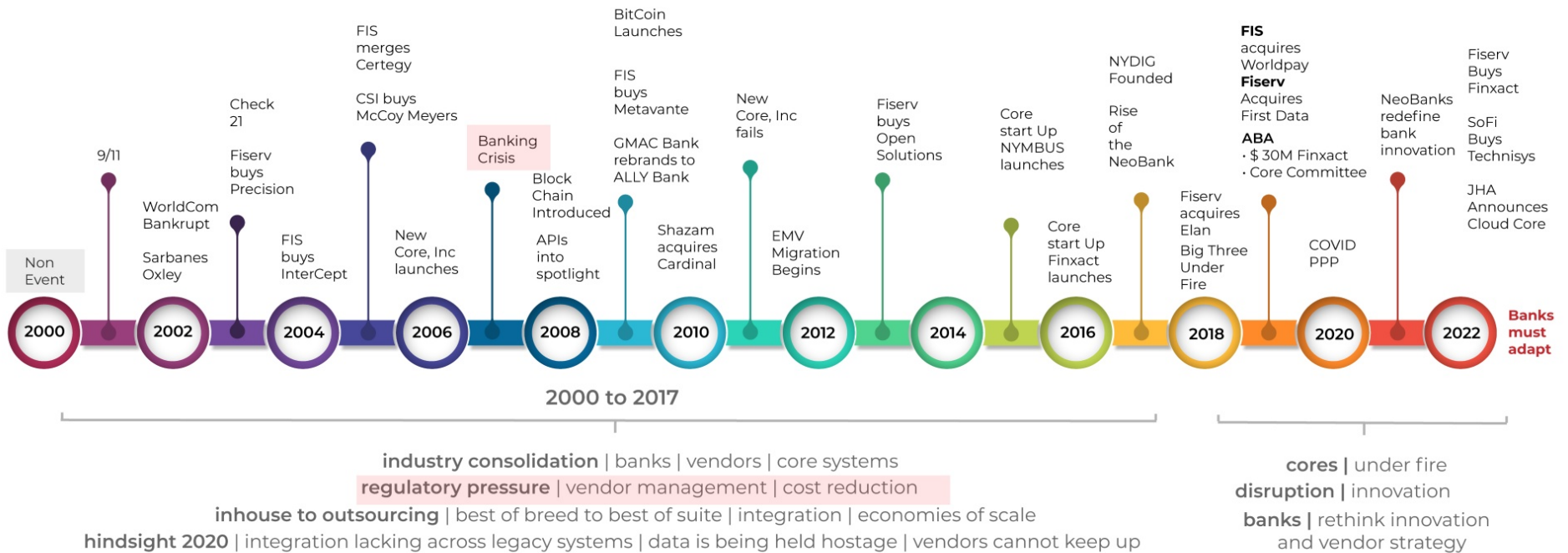
How did we get here?



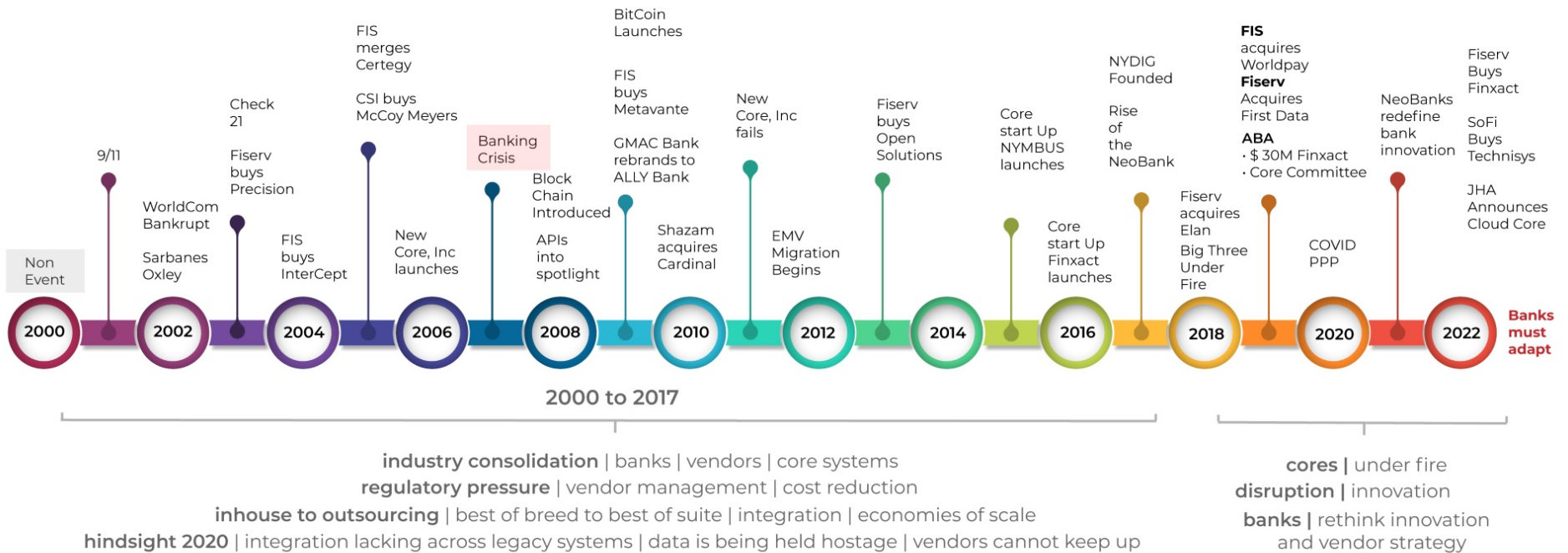
How did we get here?



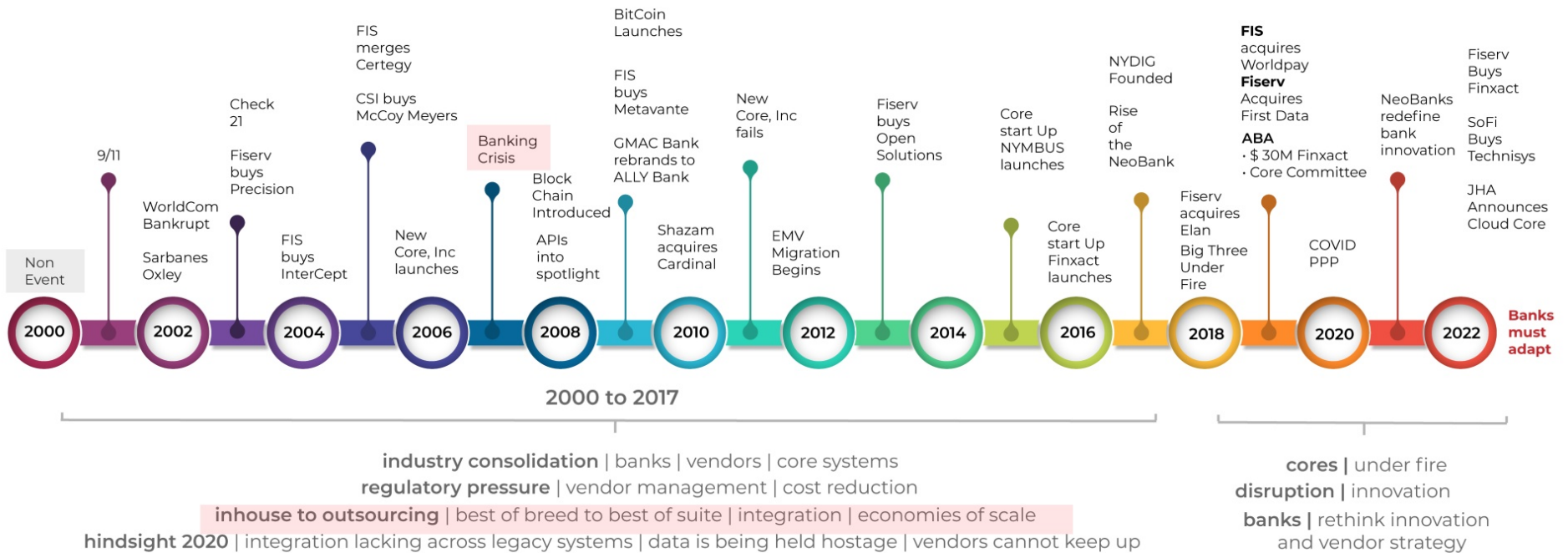
How did we get here?



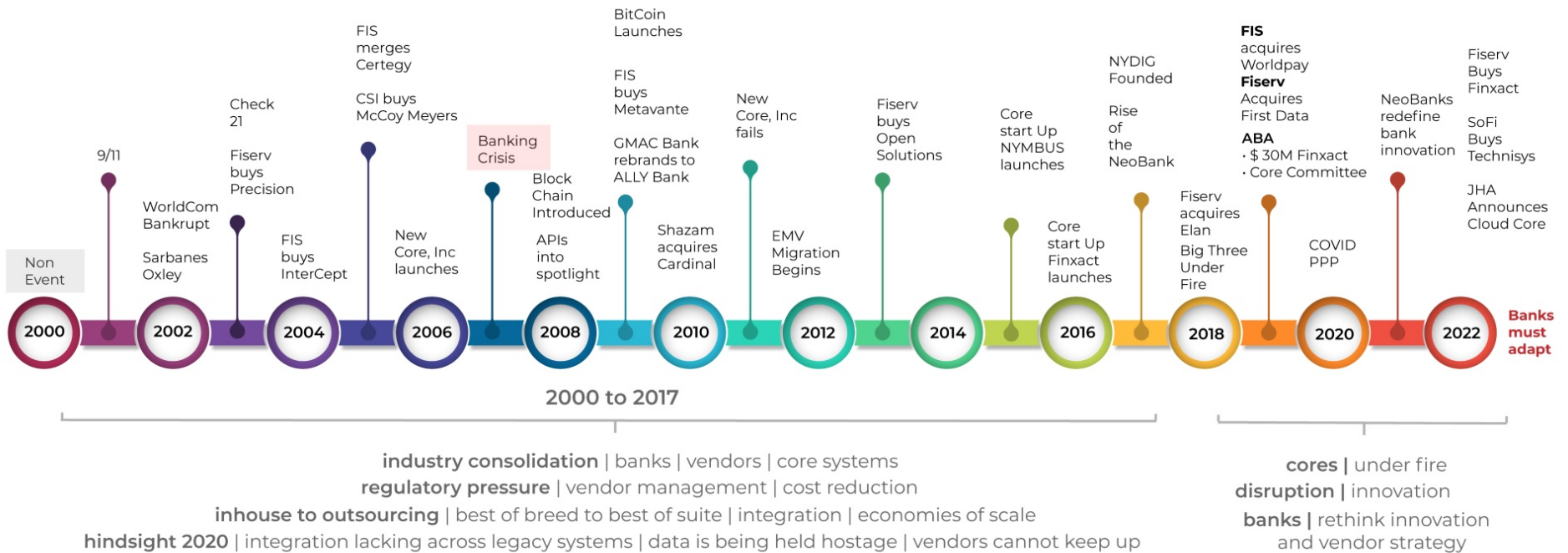
How did we get here?



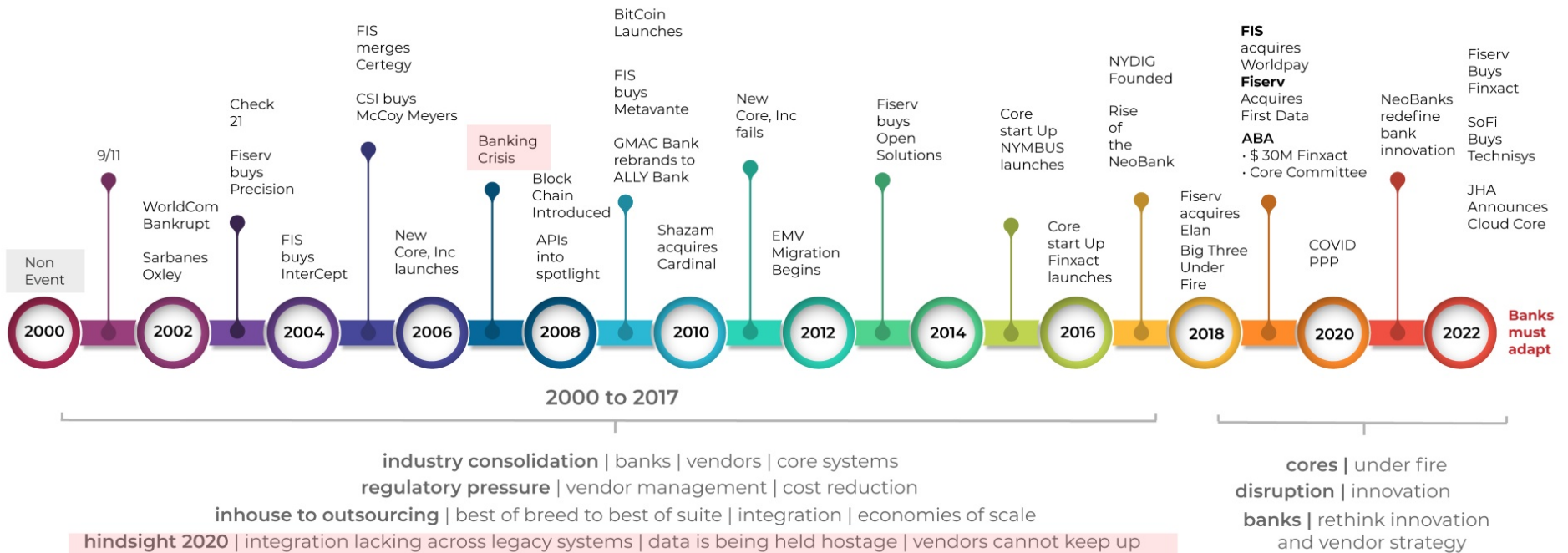
How did we get here?



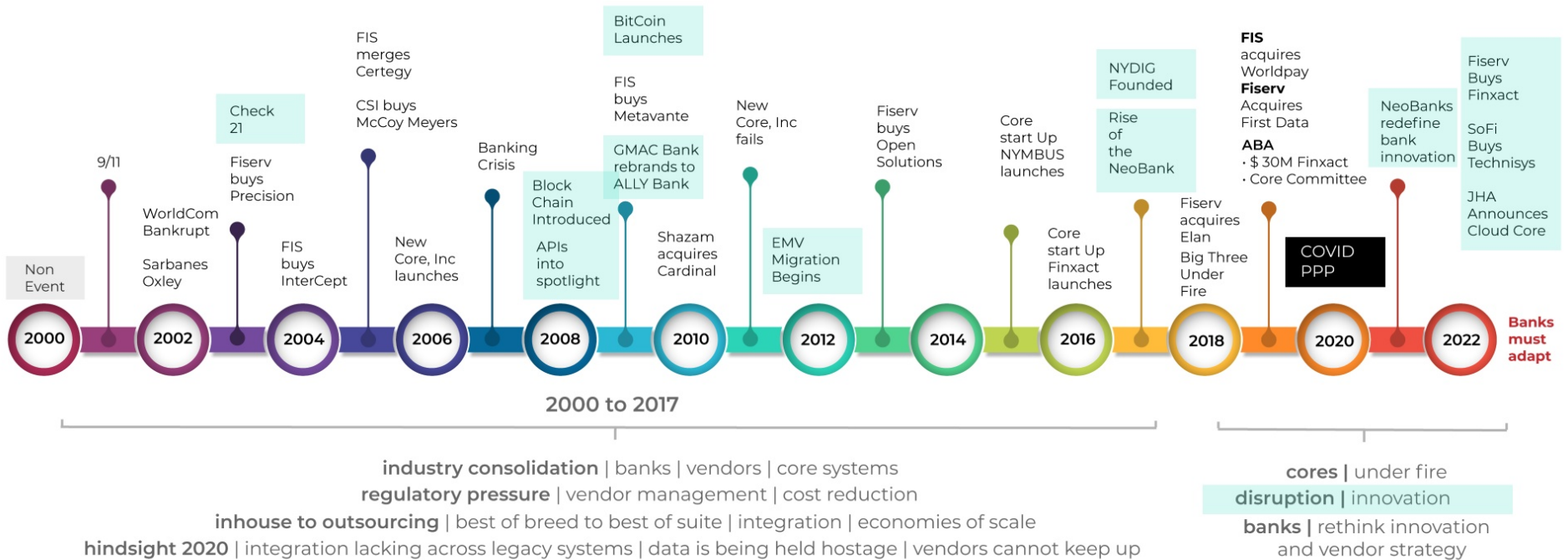
How did we get here?



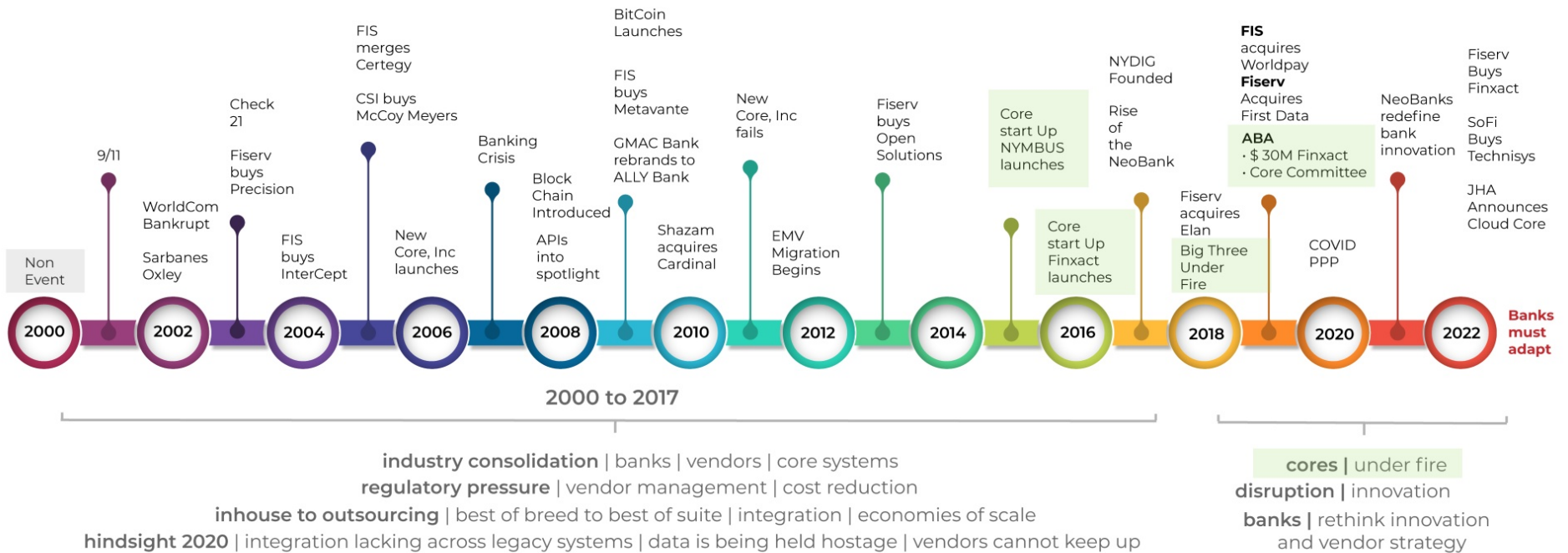
How did we get here?



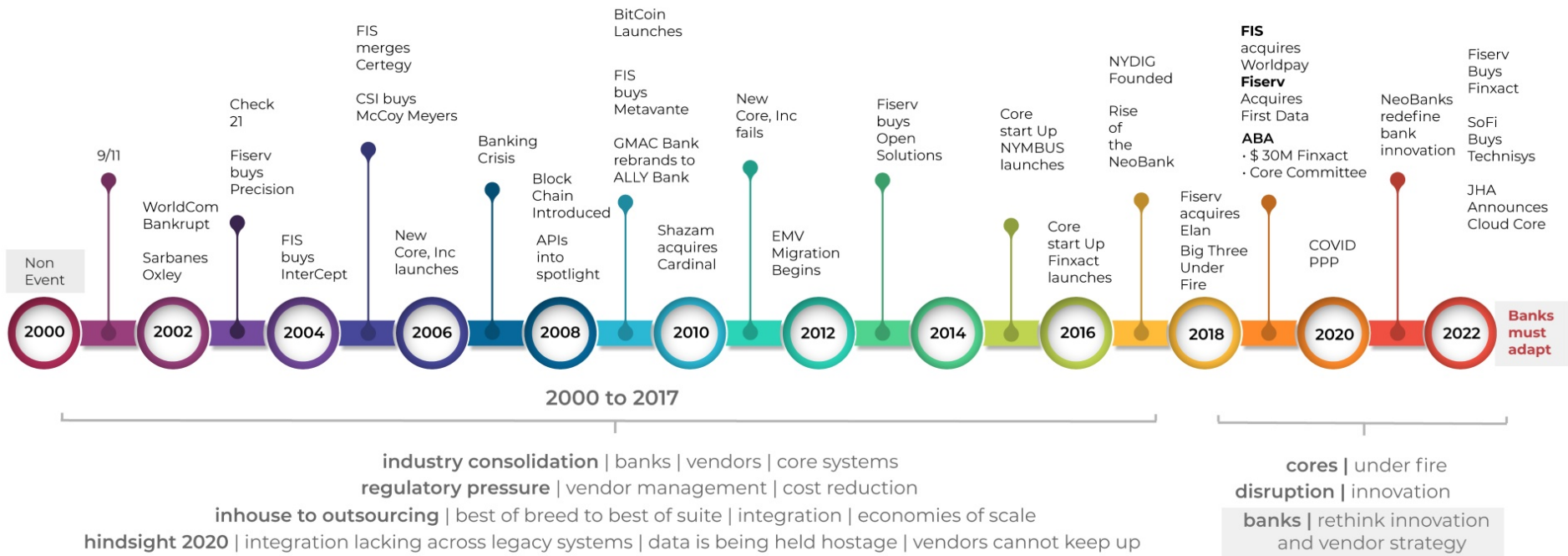
How did we get here?



How did we get here?



How did we get here?



The New Normal | Isolate Legacy Systems



Commodities

Core System
Items and Imaging
ATM/Debit

Legacy Vendors
are Necessary and
Foundational



Differentiators

Integration
Workflow
Interactive Plugins
Forward-Facing Systems
RTP
Digitization
Operational Efficiency
Perks (Metal Cards)



Market Update

Dynamics Shaping the Future of Bank Technology

Disruption

Core Vendor
Update

Looking
Back

Current &
Future-State

Presented By: David Saylor · Founder · Genesys Technology Group, LLC · david@genesystg.com · 770-729-4139



Current Ecosystem

Core

Imaging

EFT

Digital

Analytics/
Fraud

Financial

Platform

THIS IS **US**

THIS IS **US**

THIS IS **US**

THIS IS **US**

THIS IS **US**

THIS IS **US**



Eco-System | Realities

- Core is a **commodity**
- ATM/Debit Processing is a **commodity**
- Item Processing is a **commodity**
- Break the chains that keep you from innovation
- Identify **bottlenecks** and **friction**
 - Internally
 - Operationally
- Create frictionless CX (Customer Experience)

What is keeping you from innovation?

Identify and break the chains that stifle innovation.



The pieces are right in front of you.





Fintech Infused Ecosystems

Core

Imaging

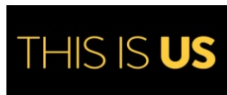
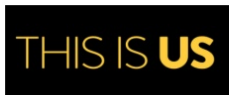
EFT

Digital

Analytics /
Fraud

Financial

Platform



"All great changes are preceded by chaos."

Deepak Chopra

Disruption is
the New
Normal

Your Core Can't
Keep Up

Looking Back
Provides
Perspective

It's Your Move

Leverage your next core negotiation to put the wheels in motion. Start **planning** 3-years out.



STRATEGIC TECH PLANNING
powered by GENESYS

Questions?

David Saylor • 770-729-4139 • david@genesystg.com