

Digital Banking Trends

VA Bankers Bank School



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SVP Innovation & Strategy

Trends in Innovation



Trends in Innovation



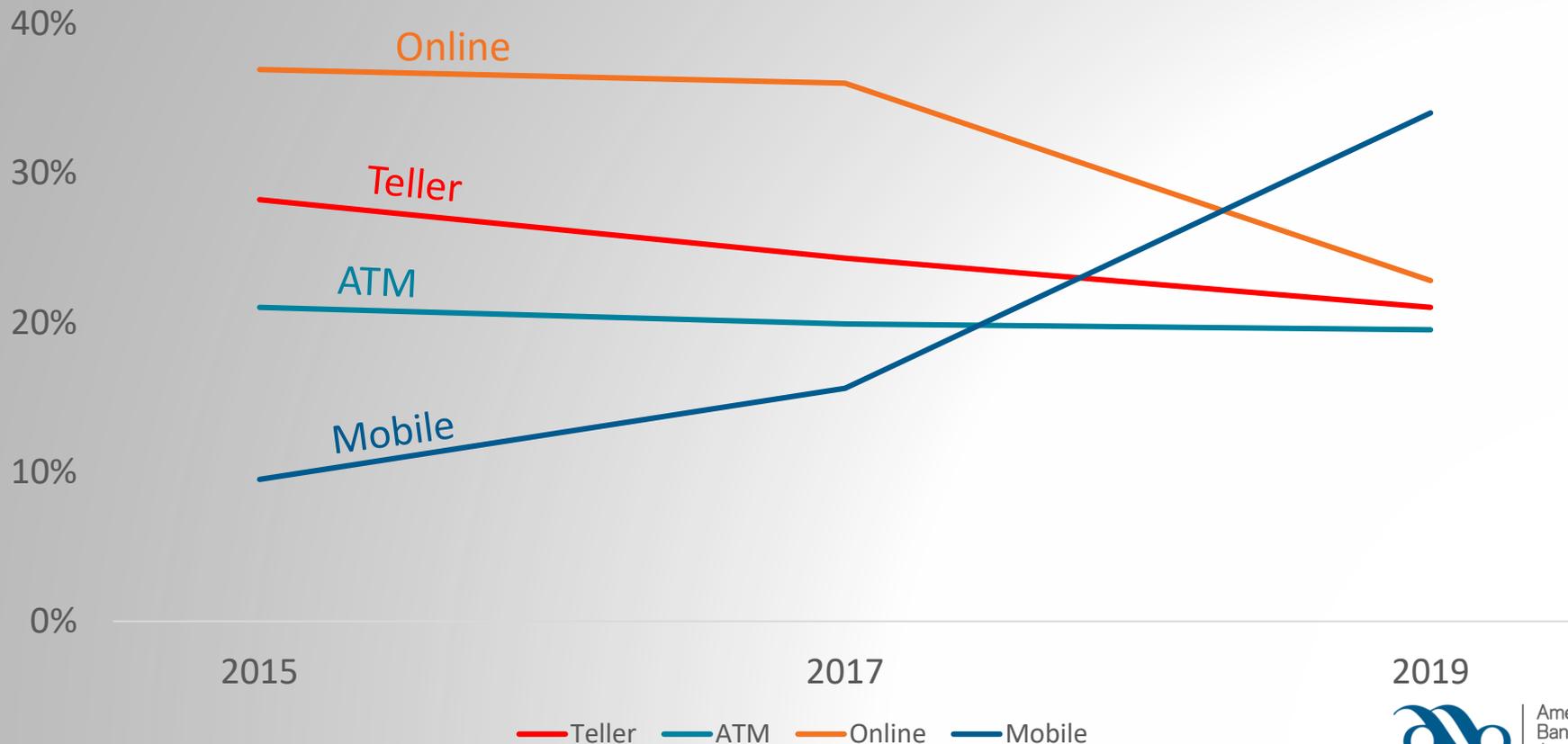
What's Changed

- Customer Expectations
- Delivery Channel
- Data

What Hasn't

- The Business of Banking
- Trust

Consumers Rely on Mobile Banking



Source: FDIC How America Banks

Who Owns the Customer



Tech Platforms Don't Own Product

U B E R



facebook®

amazon.com

Platforms Dominate Markets

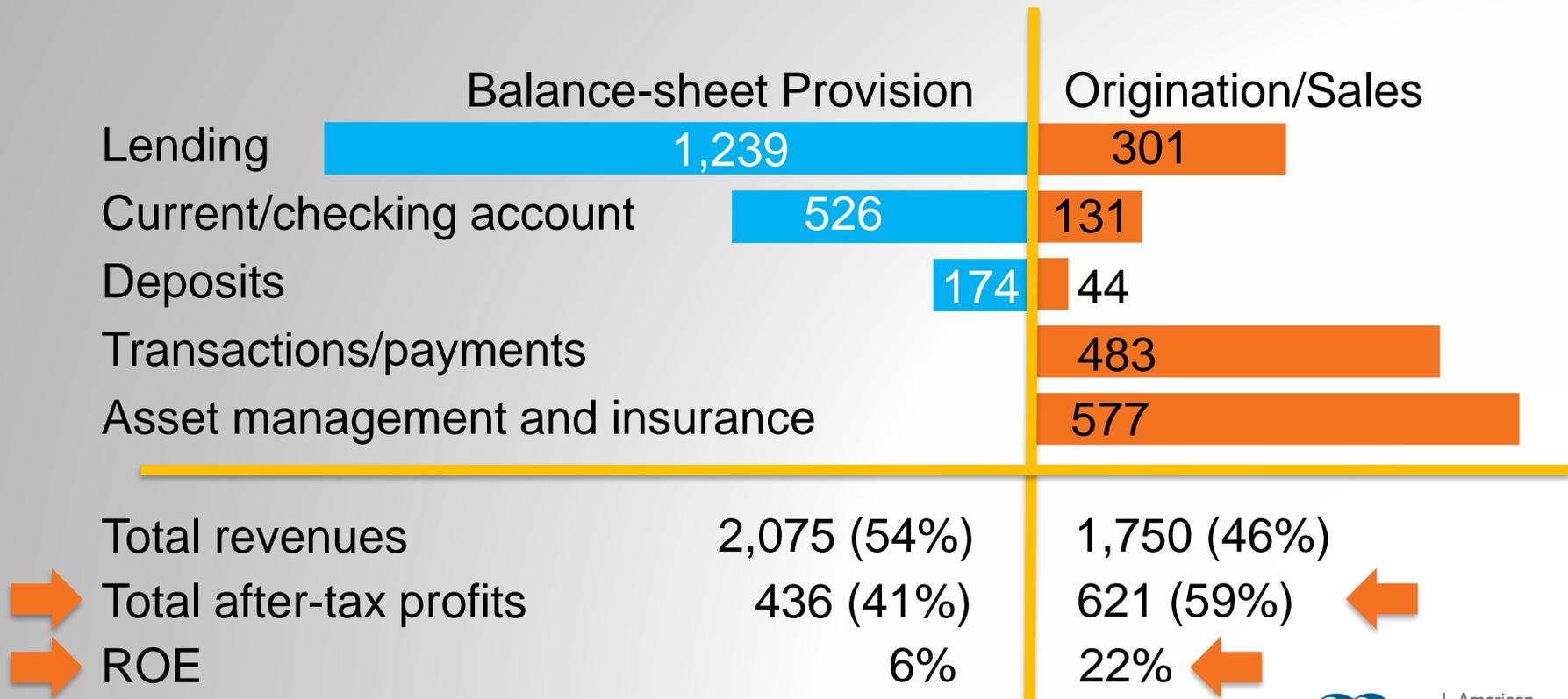


JPMORGAN CHASE & Co.

Bank of America.



Customer Relationship Key



Connected Strategy



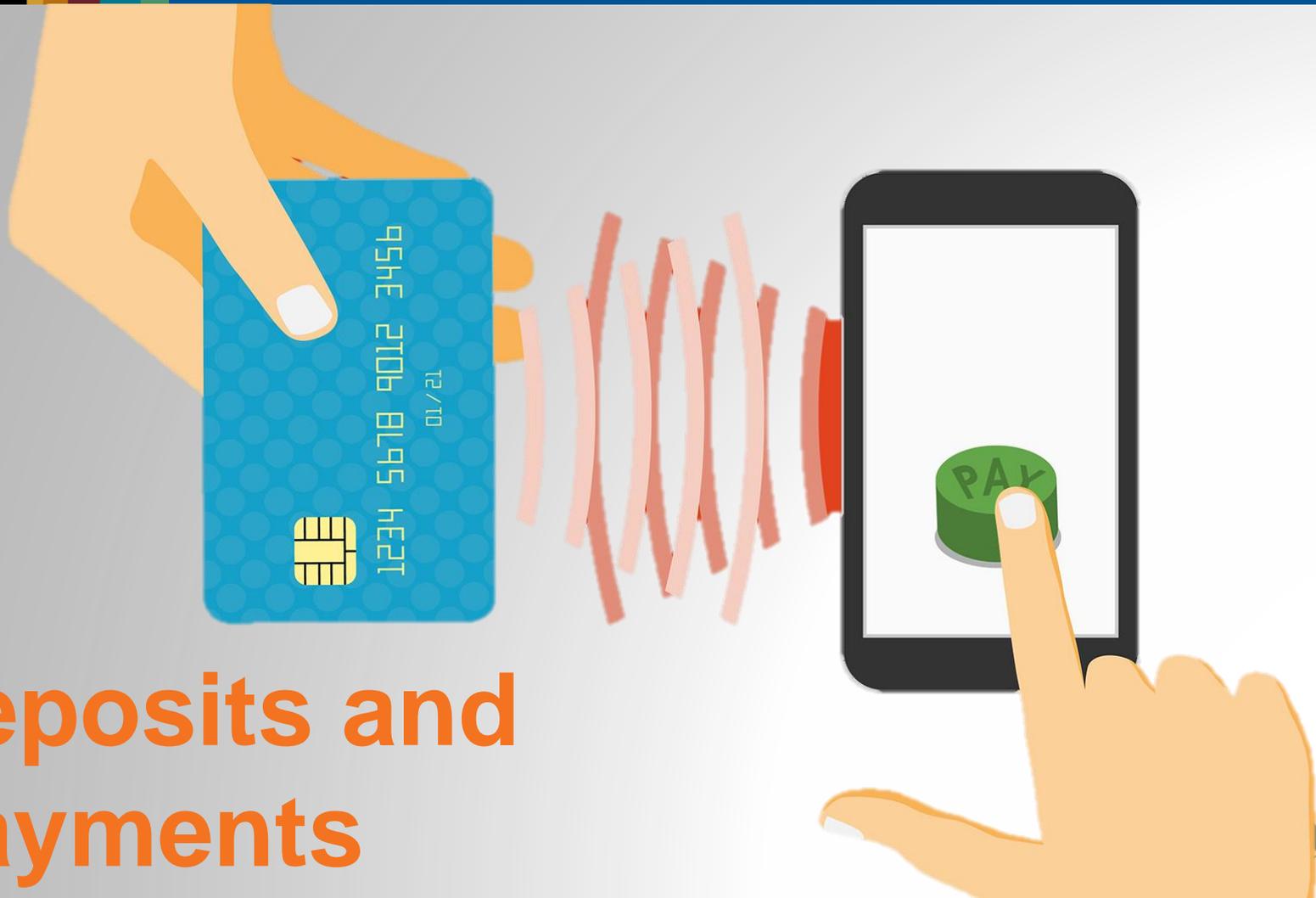
Build Better Products



VS



Deposits and Payments



Fintech 1.0: Unbundling

The image shows a screenshot of the Wells Fargo website with several fintech logos overlaid. Red arrows point from these logos to specific services on the website:

- venmo** points to the **Banking** menu item.
- LendingClub** points to the **Loans and Credit** menu item.
- CoverHound** points to the **Insurance** menu item.
- robinhood** points to the **Investing and Retirement** menu item.
- acorns** points to the **Investing and Retirement** menu item.
- SoFi** points to the **Financial Education** menu item.
- CommonBond** points to the **Financial Education** menu item.
- Goji** points to the **Loans and Credit** menu item.
- WELLS FARGO** points to the **Banking** menu item.
- nerdwallet** points to the **Home Lending** service icon.
- wealthfront** points to the **Borrowing and Credit** service icon.
- Betterment** points to the **Retirement** service icon.
- PRIVLO** points to the **Home Lending** service icon.
- Credit Karma** points to the **Borrowing and Credit** service icon.
- LY LEARNVEST** points to the **Financial Education** menu item.

The Wells Fargo website interface includes a navigation bar with links for **Sign Up**, **Customer Service**, **ATMs/Locations**, **Español**, and a **Search** box. Below the navigation bar are menu items for **Personal**, **Small Business**, **Commercial**, **Financial Education**, and **About Wells Fargo**. The main content area features a **View Your Accounts** section with a login form (Username, Password, Go) and a **Act now to get a student loan** banner with an **Apply Now** button. At the bottom, there are service icons for **Fraud Information Center**, **Home Lending**, **Borrowing and Credit**, **Banking Made Easy**, and **Retirement**.

95+ startups automating banking

Front office

Account opening & onboarding



Bots & virtual assistants



Authentication & biometrics



Middle office

AML, KYC, & identity



Fraud & risk management



Legal & compliance



Back office

Cybersecurity



Finance & treasury



RPA



Lending & underwriting



Infrastructure & APIs



Core banking & BaaS



Introducing SoFi Stadium: The new stage for ambition.



SoFi Money®

SoFi Invest®

Student Loan Refinancing

Private Student Loans

Personal Loans

Home Loans

SoFi Relay

Save, spend, and earn—all in one product.

Earn 2.00% APY.¹ Pay no account fees.

Get started

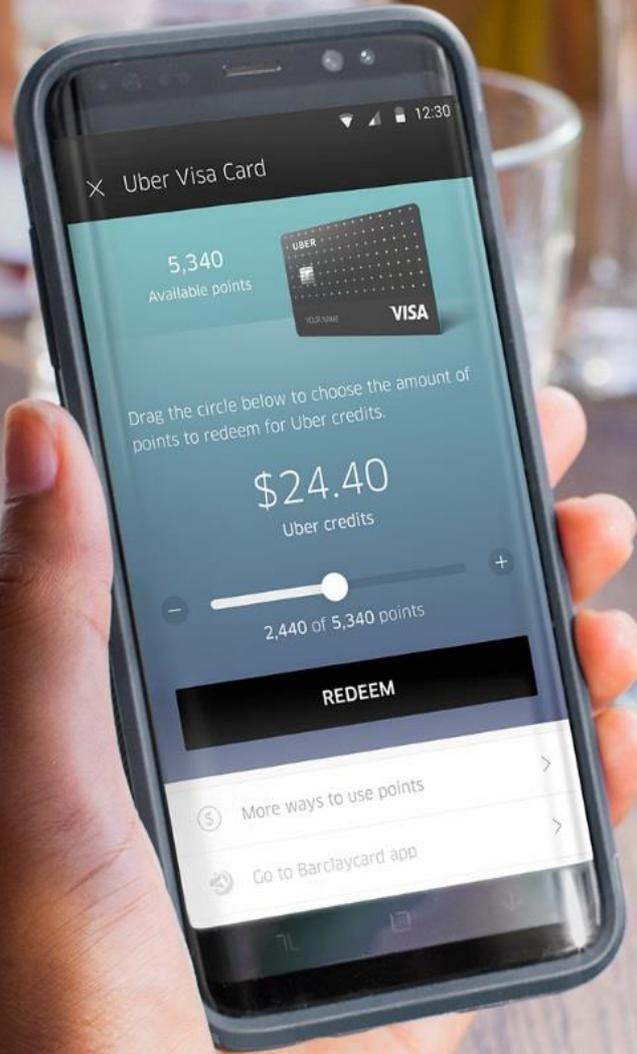
Learn more

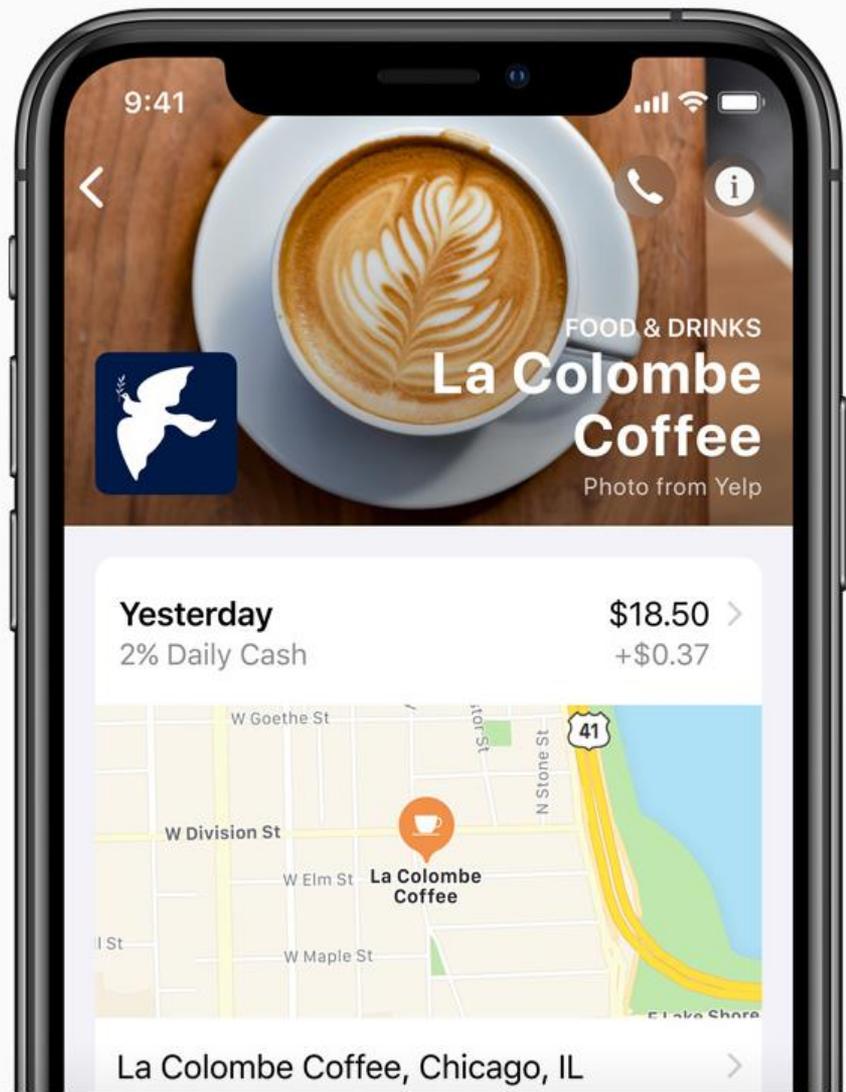
We work hard to give you high interest and charge zero account fees. With that in mind, our interest rate and fee structure is subject to change at any time. [See our terms and conditions.](#)



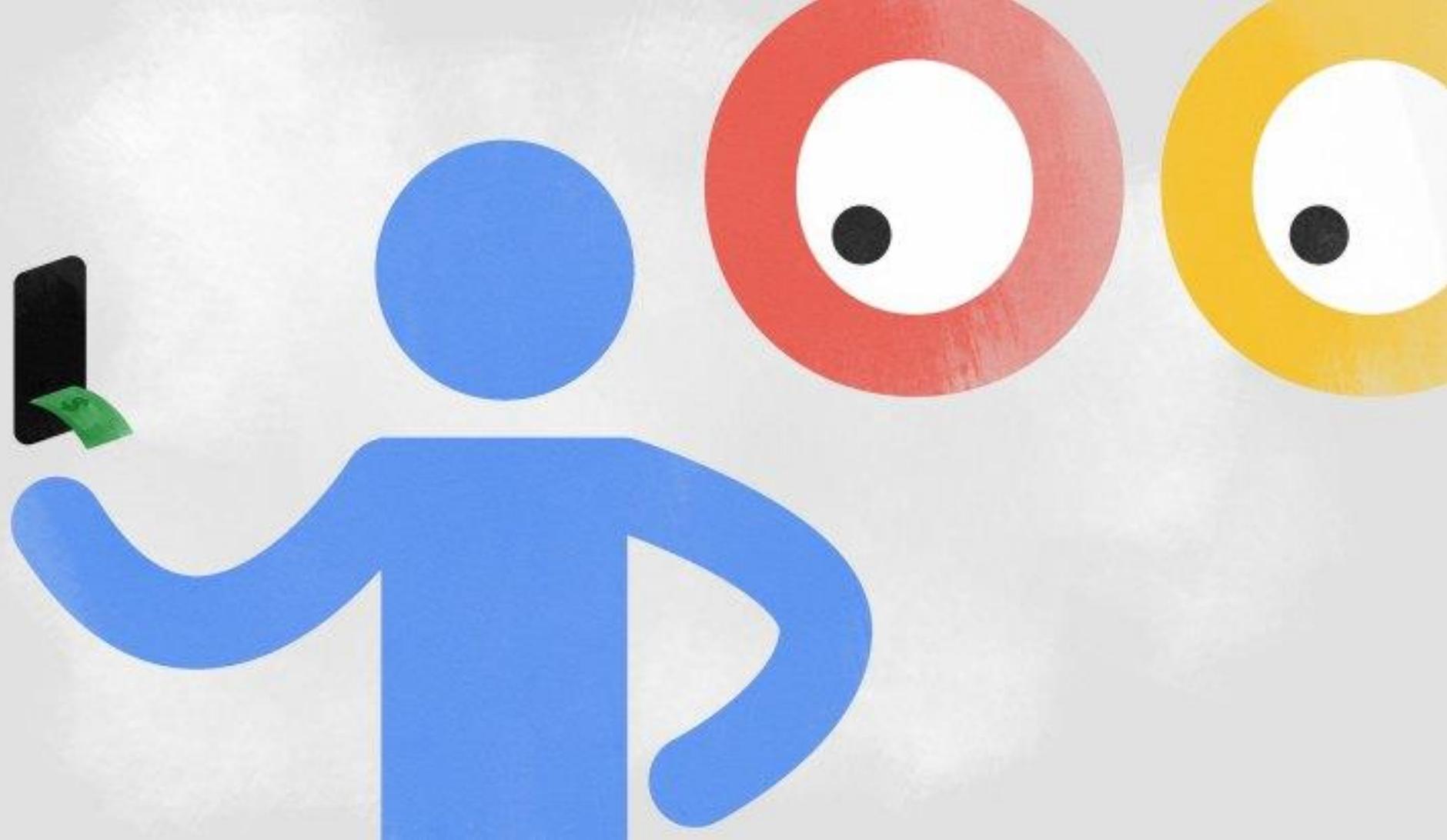


UBER

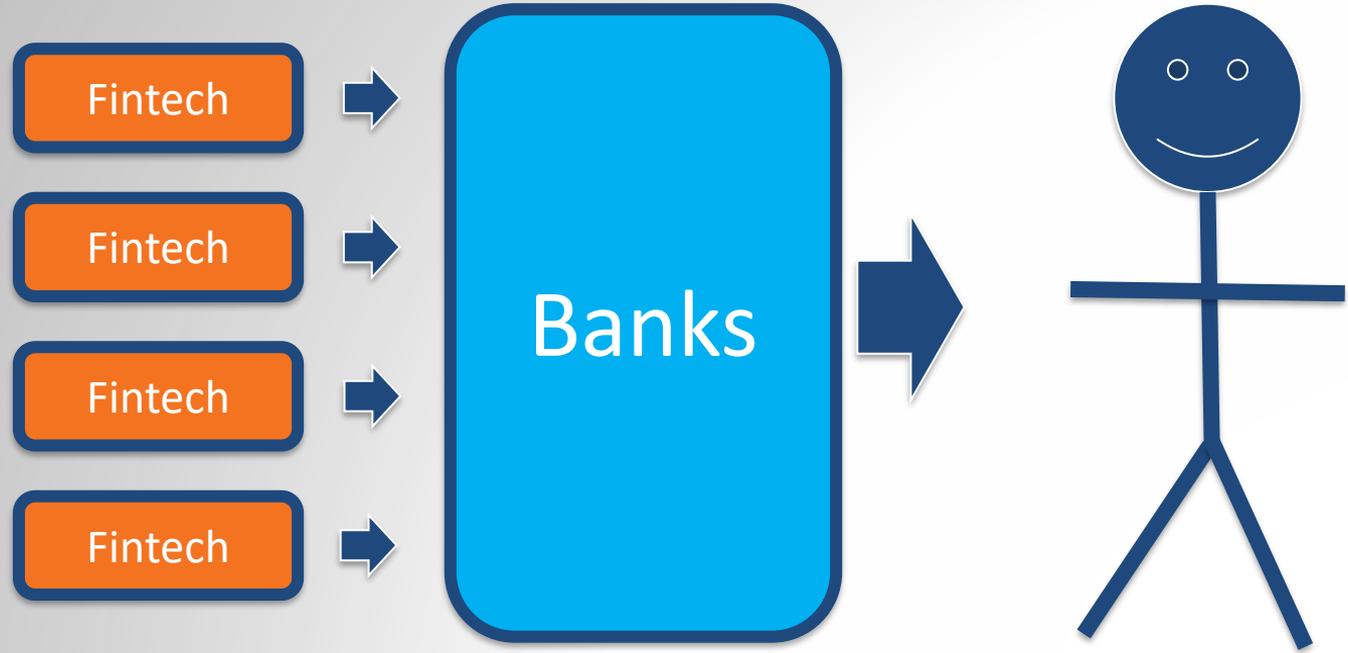




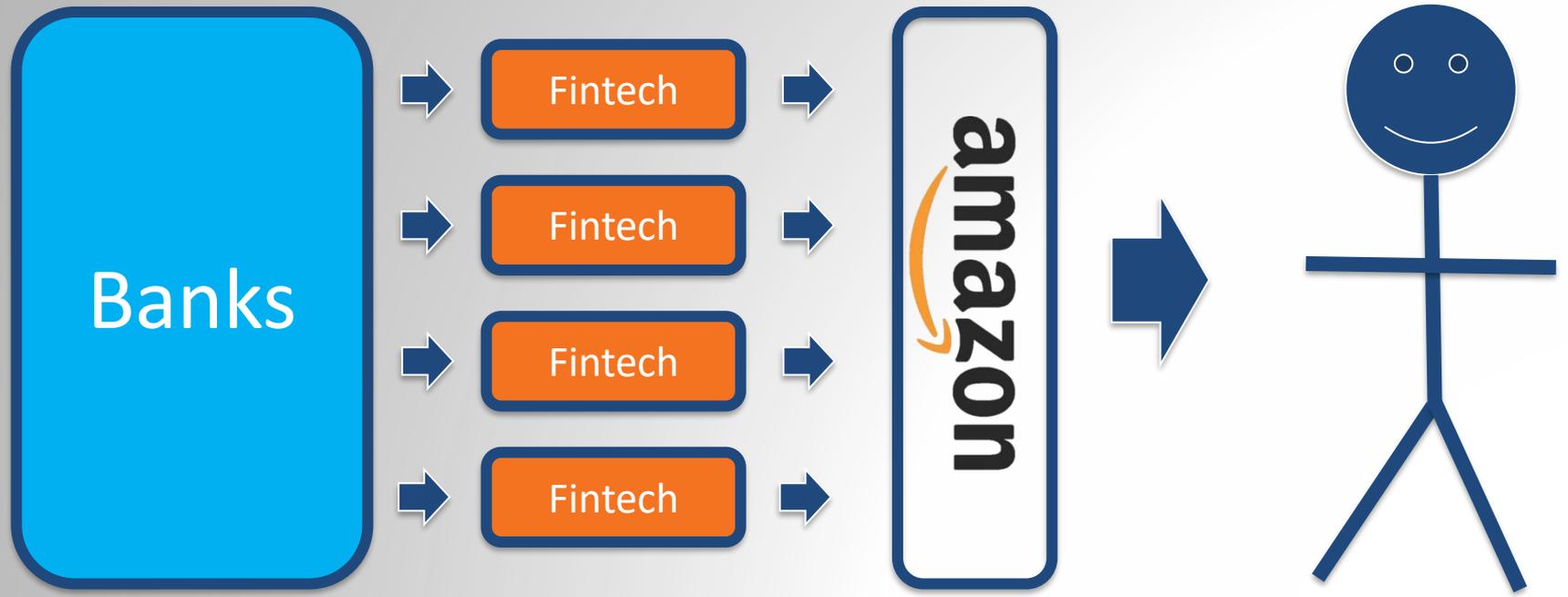




Banks as Ecosystems



Banks become a utility that powers new platforms



Questions?

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