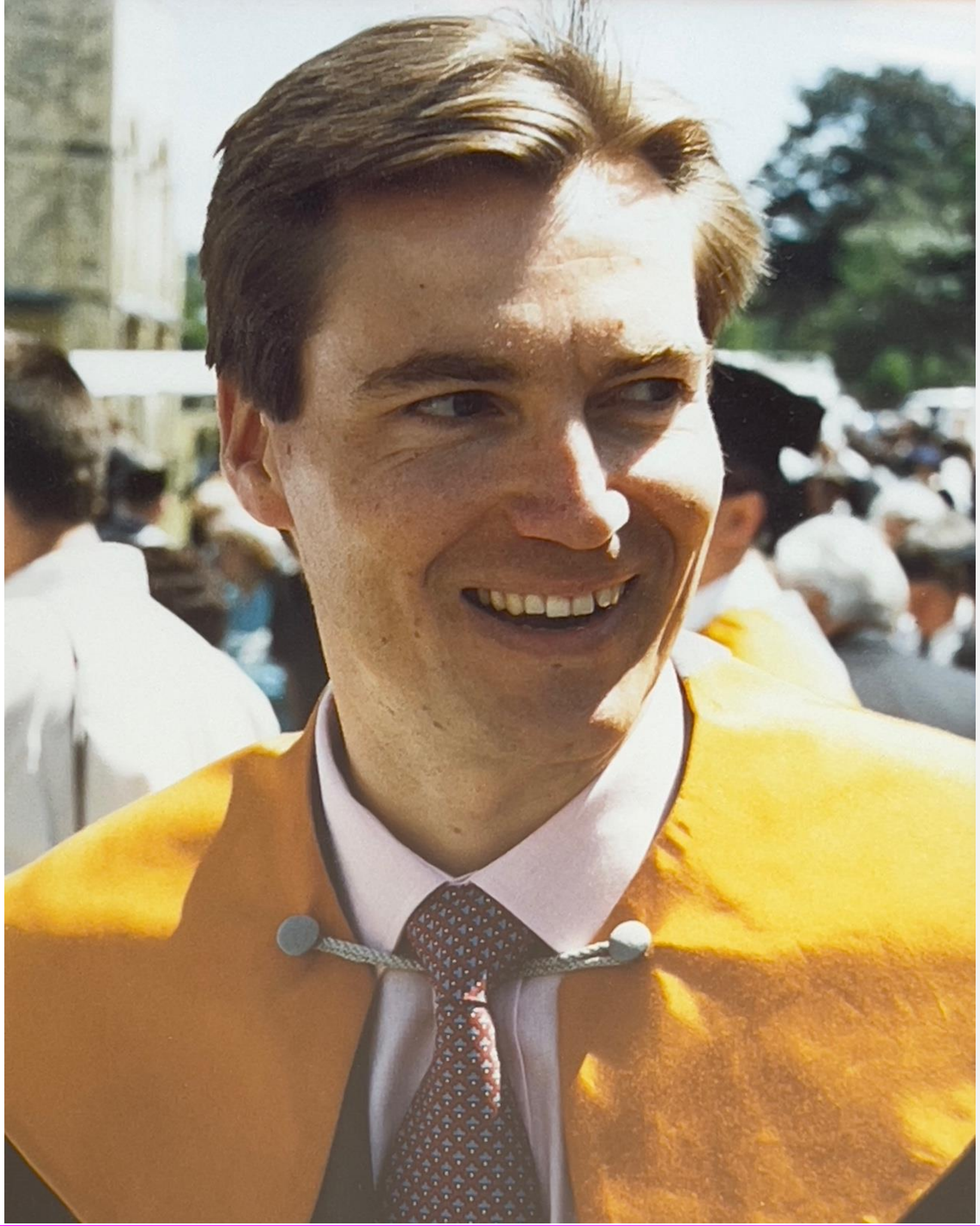
How to Understand Fintechs

and the value they could add to your Organisation

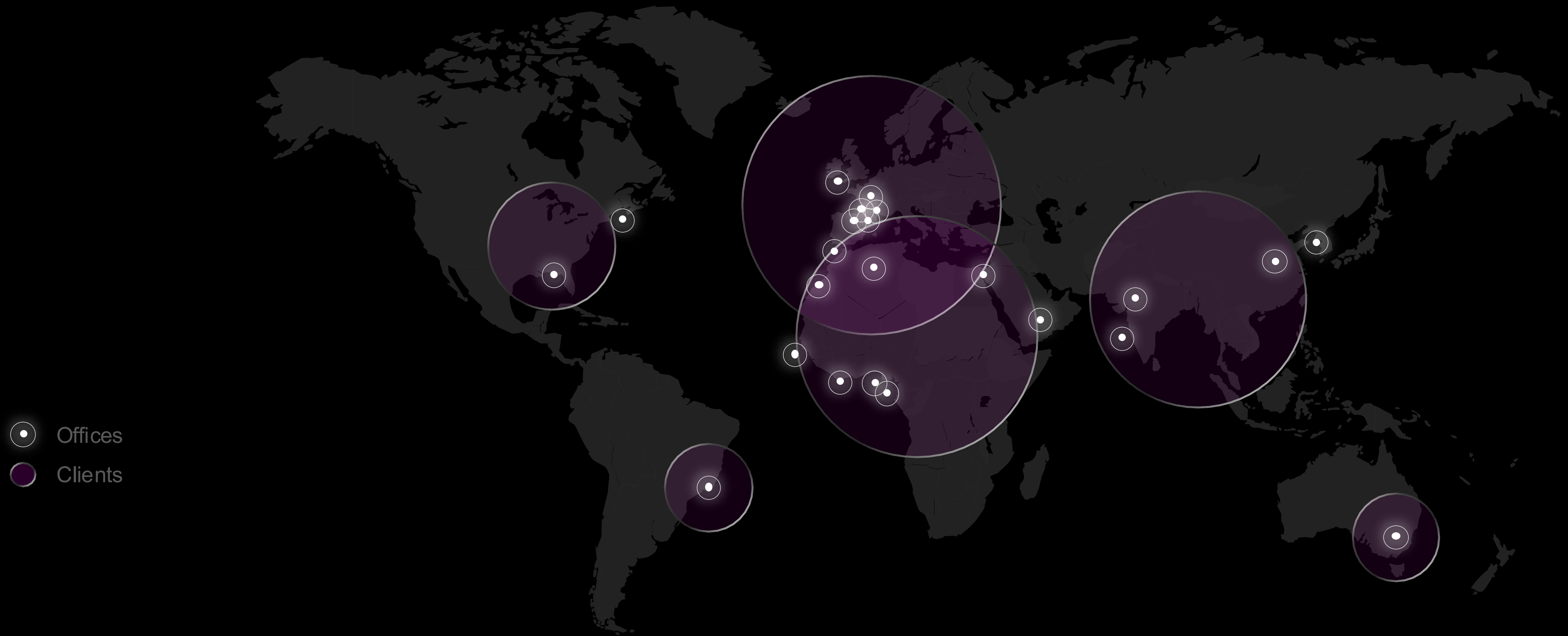


Barclays Bank
Fiserv
Accenture Software
Fiserv
Gartner
Temenos

Current Role:
Chief Product Officer
SBS

SBS today

A global company with local expertise



1,500+
financial institutions run our platforms

500M
People use our technologies on a daily basis

3,400+
financial services experts

80+
countries where we are live

4M+
Vehicles processed through our platform annualy

10
top leading European banks are our clients

What is a Fintech?

It depends……

Fintechs are companies that rely primarily on technology and cloud services—and less so on physical locations—to provide financial services to customers.

McKinsey & Company

Fintech is technology-enabled financial innovation, which is changing the way financial institutions provide – and consumers and businesses use – financial services

Bank of England

Fintech, or financial technology, is a term that describes the mobile applications, software and other technology that enable users and enterprises to access and manage their finances digitally.

IDC Fintech Rankings

IDC FinTech Rankings and Real Results 2024 Winners

IDC FinTech Rankings 2024 Top 25

1	Fiserv	10	Equifax	19	Envestnet
2	FIS	11	Jack Henry	20	Temenos
3	Broadridge Financial Solutions, Inc.	12	TransUnion	21	CoreLogic
4	SS&C Technologies	13	Finastra	22	Hundsun Technologies Inc.
5	Moody's Analytics	14	Nasdaq	23	NICE Ltd./NICE Actimize
6	NCR Atleos	15	Black Knight, Inc.	24	Guidewire Software
7	Experian	16	ACI Worldwide	25	Glory Global Solutions (International) Ltd.
8	Diebold Nixdorf	17	Velera		
9	Virtu Financial	18	FactSet Research Systems Inc.		

IDC

Europe's Leading Fintech Companies & Startups in 2025 [Extended List]

1. Adyen
2. Revolut
3. Checkout.com
4. Klarna
5. Rapyd
6. ANNA Money
7. Wise
8. N26
9. SumUp
10. Shift4
11. Mollie
12. Monzo
13. Airwallex
14. Trade Republic
15. Qonto
16. Viva Wallet
17. Wefox
18. Bitpanda
19. OakNorth
20. GoCardless
21. Raisin
22. Meniga
23. Bunq
24. Pleo
25. Trustly
26. Solarisbank
27. Wayflyer
28. Ebury
29. Starling Bank
30. Funding Circle

Banks

Starling Bank

Wise

Traditional Technology Provider

Upstart Technology Providers - Disruptors

10x

MAMBU

FORM3

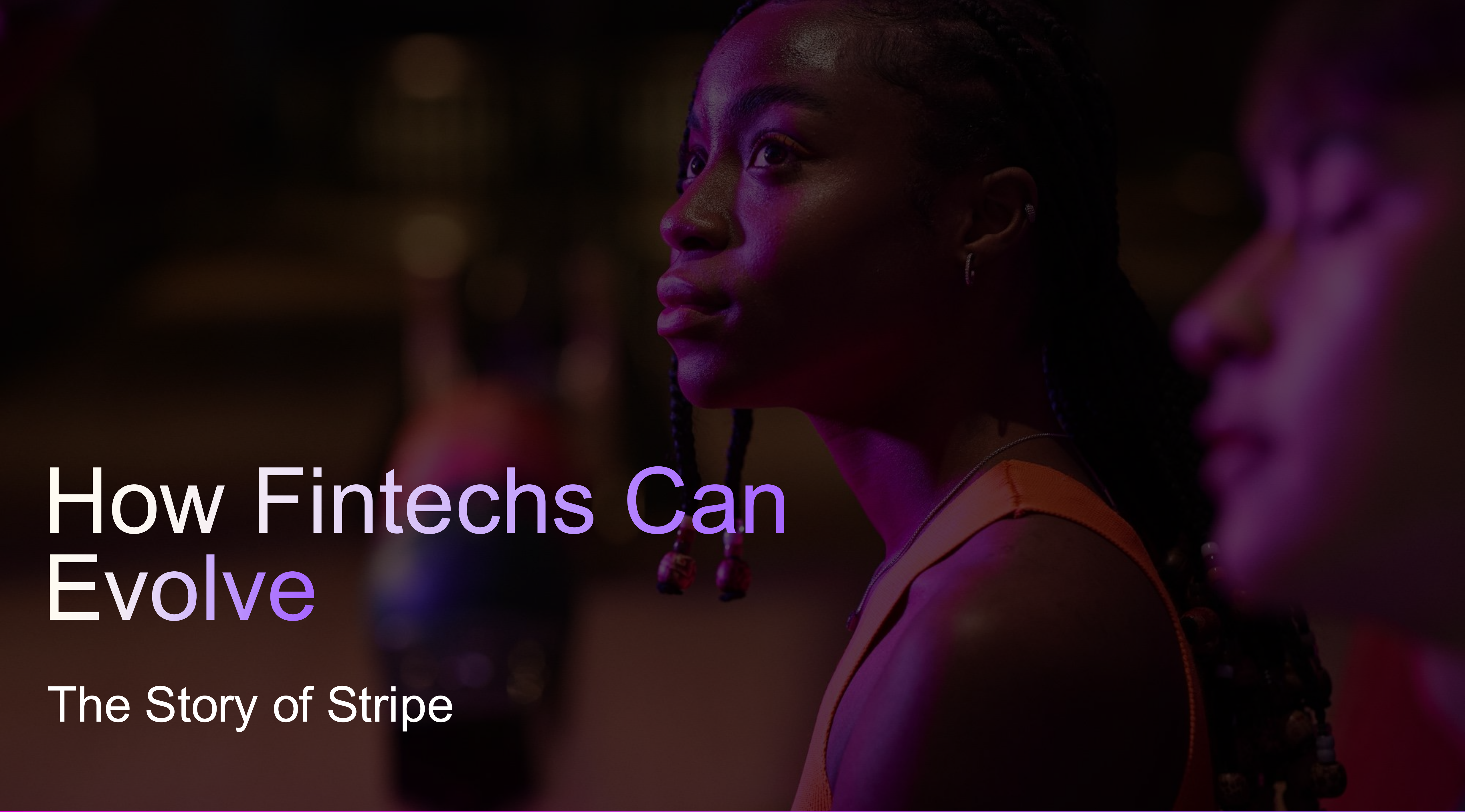
Starling Bank

Providers of Financial Services in a Niche

A Better Definition?

Fintech –

The use of new technology to redefine the way Financial Services are delivered to the benefit of Customers



How Fintechs Can Evolve

The Story of Stripe

Stripe's Origins

Founded by 2 Irish brothers while at MIT

stripe

Founded 2010

Market Problem to Solve:

Make it easier for companies to accept payments on the internet.

Payments Platform in the Cloud

Public Launch 2011

Published APIs to make it easy to use

What did they learn?

As they understood their customer base they saw opportunity:

- Mainstream Banks were not serving SME's
- In the new digital world the banks were behind

Cash Flow

Lack of Service

Capital Access

Costs

The traditional experience for SMEs

Visibility of Payment Transactions was limited for financiers

3 Day settlement typical of Visa/Mastercard

Banks only had Financial accounts to make decisions on

Human involvement made Banks expensive

SME's felt like they were not getting help

So where did they go over time…

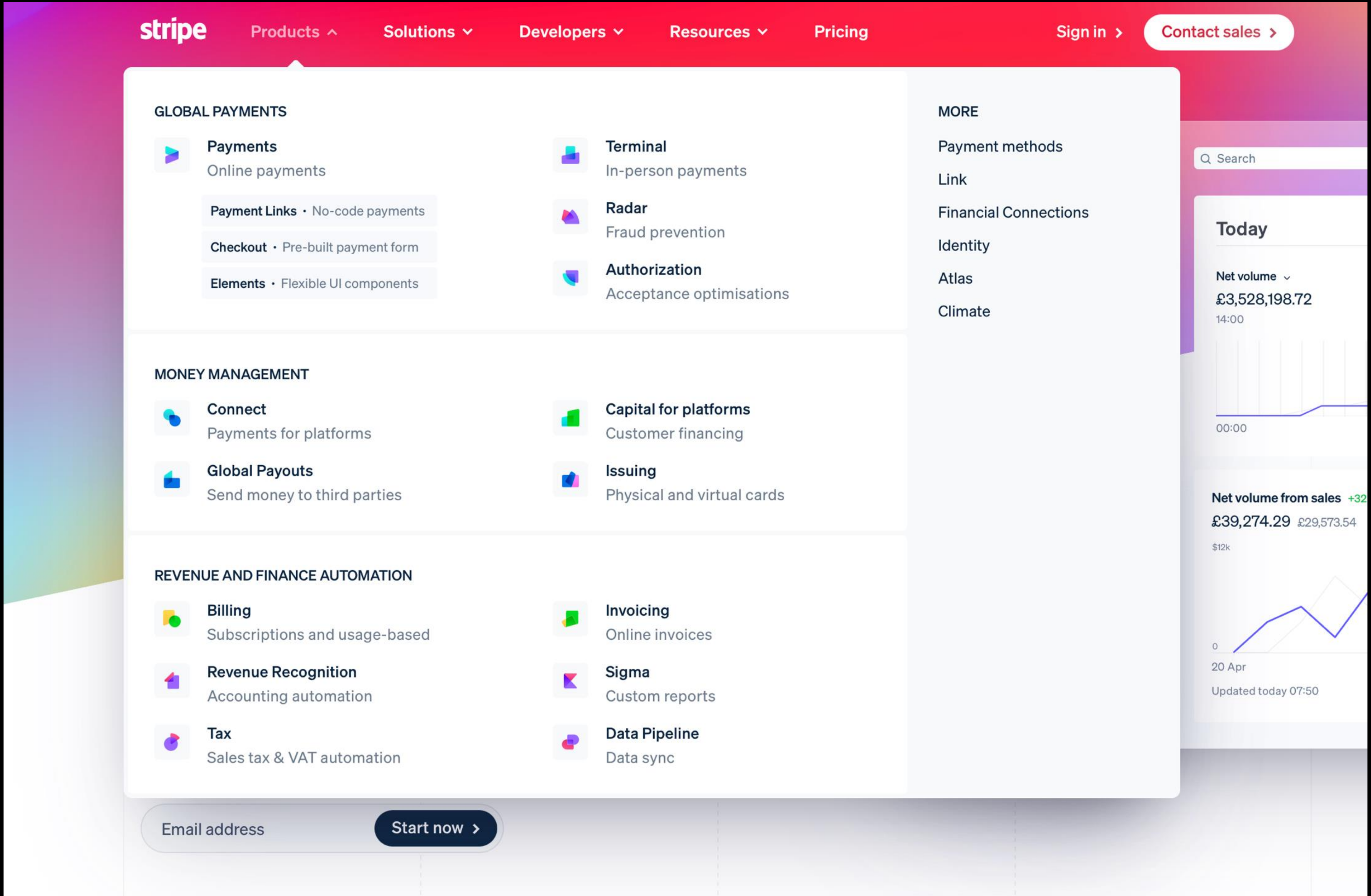
Sales Transactions → Stripe Bank Account → Accelerated Cashflow → Transaction Data and Analytics manages Risk

↓

Now they have the main Bank Account → Even Better view of the business for Risk Analytics → Capital Financing

Now they have the main Bank Account → Payroll / Invoicing / Supplier Payments

They are starting to look like a bank!



How did they do it?

Innovative use of Technology

Orchestrated an Ecosystem for their Customers

Applied Analytics

Looked at the Business Owners Problems

Found Partners who Complemented them

Stayed focused on their Customer

Sorted all the integration

Leveraged Cloud and APIs

GoCardless

Subscriptions, Recurring Payments

Traditional Payment methods can impact a business

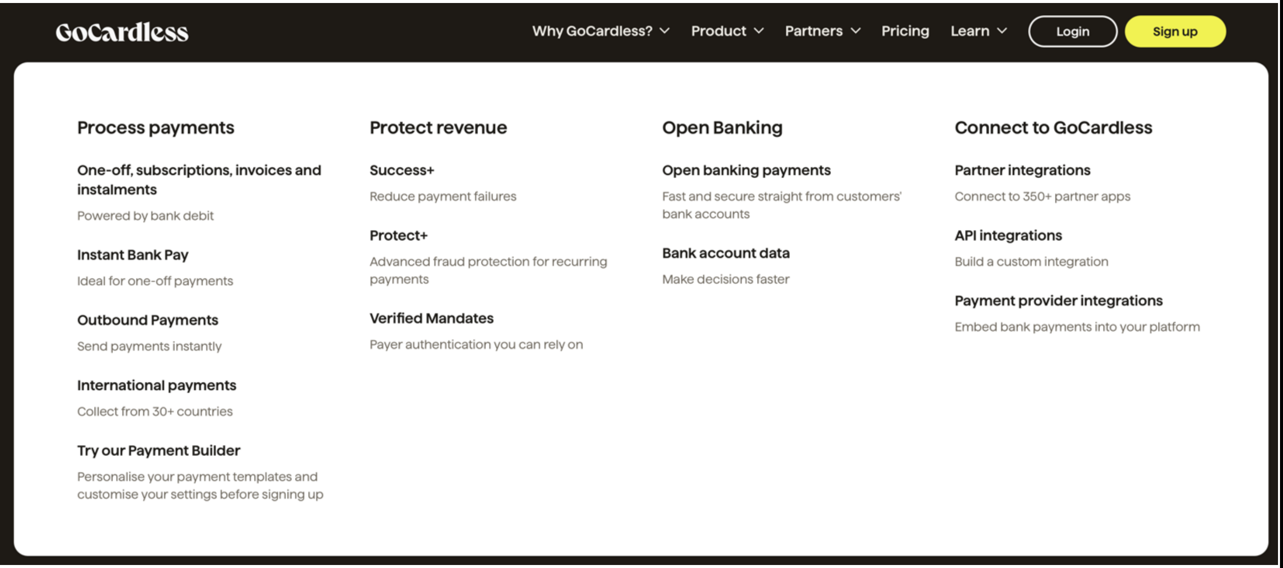
Often limited to large businesses

Card Interchange fees can be high

10–15% of card payments fail

Cost of becoming a DDR originator

Lack of X-Border



Their Approach

Became a Direct Debit Originator in multiple countries

Facilitated moving the money across border once they collected it

Gave access to DDR payments to businesses that were too small to do it themselves

What are Fintechs often different

Common Characteristics

They Stay Focused	They often start in one use case and expand into adjacent areas.
Address a Customer Problem	Very focused upon a simple customer problem that mainstream businesses struggle to adequately address.
Apply Modern Technology and Tools	Not bound by legacy technology and apply new tech in imaginative ways.

Working with Fintechs

1. Using Fintech Services

2. Partnering with Fintechs

Using their Services

Look at where you are challenged in your business

Frustrated with existing FS providers?

Too much time spent on low value tasks?

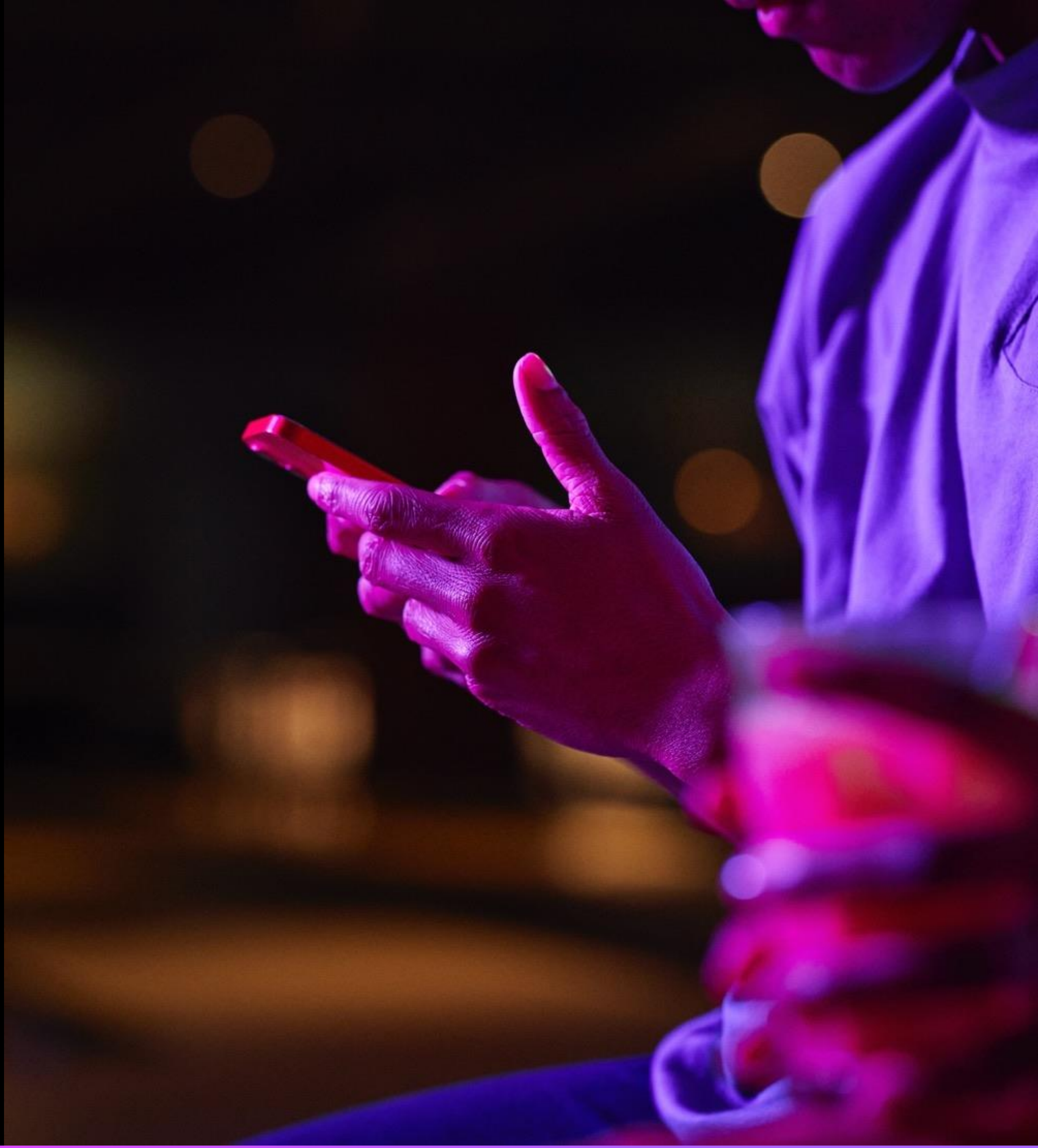
Can’t accelerate Cash Flow

Don’t forget Open Banking – you own your data!!

Traditional Providers underserve some markets

Partnering Opportunities

Understand the type of Fintech you are working with – They work at different speeds!



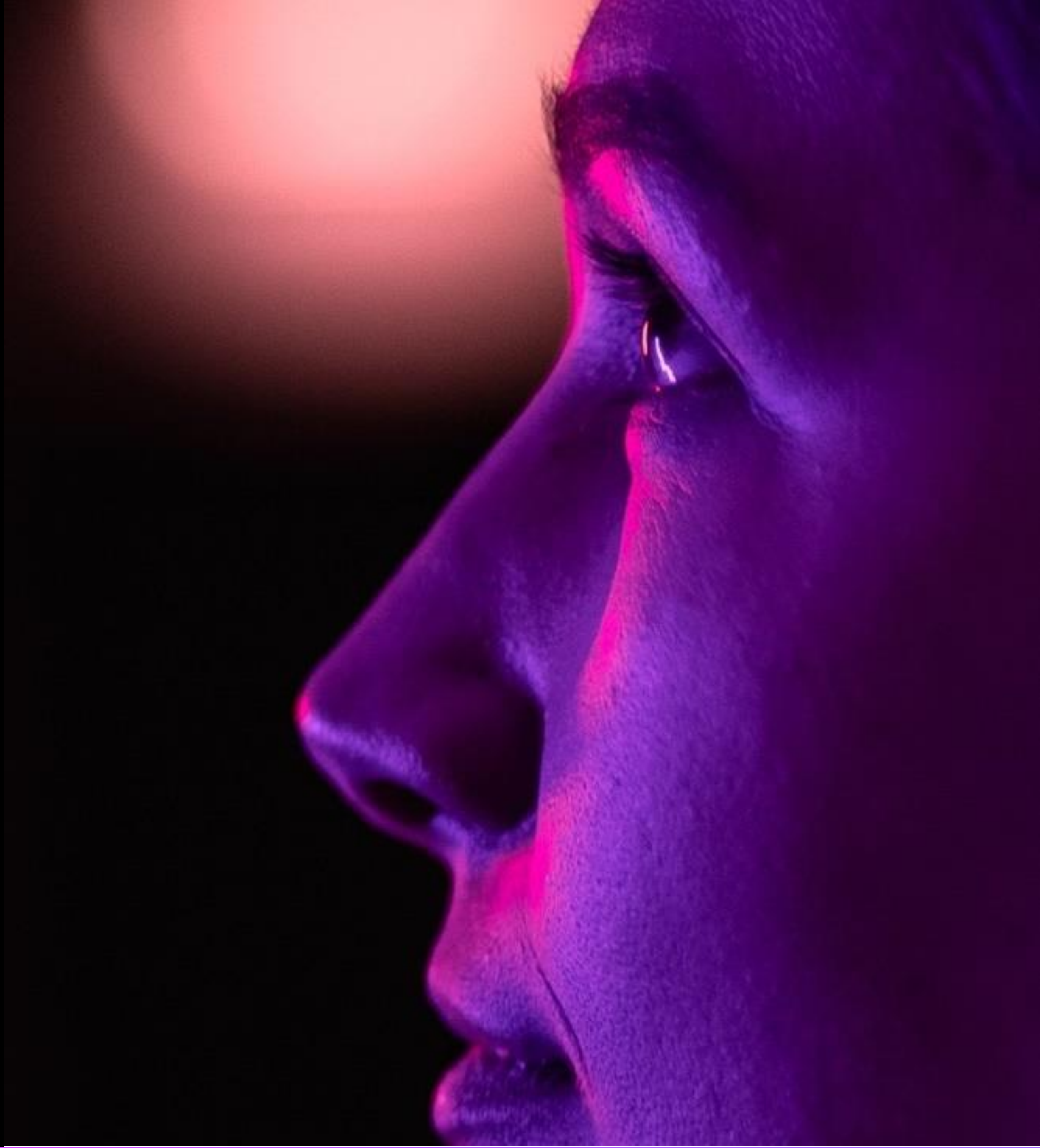
As a Consumer…

Be clear about the services they offer

Be clear about how you add value to their proposition

–

Can you help create something greater than the sum of the parts?



You might find the Fintech is looking for help to understand

As a Partner..

Is there a good cultural Fit?

1. Fintechs are here to stay
2. Many different types
3. May be friend or foe
4. Certainly provide an opportunity
5. Approach with eyes open

Thank you

Time for Questions