ebankIT

Composing the future

Digital banking trends 2025

Content

Adapting to change: the banking industry's strategic roadmap for 2025

The 2020s have been a transformative decade for the global financial services sector. In 2025, the world will mark the fifth anniversary of the beginning of the Covid pandemic, when billions of people sheltered in place and banks digitized services at a pace unmatched in the industry's history.

The trends and technologies introduced over the past five years have now matured and are starting to deliver meaningful business outcomes for banks and other financial institutions. From Generative AI (GenAI) to composable architecture, ideas that were once new are now becoming an established part of the industry landscape. In 2025, these technologies will create new winners, enable incumbents to move boldly into the future, and welcome unexpected non-traditional players into the financial services ecosystem. It is a truly exciting time to work at the cutting edge of fintech and digital banking.

Yes, there are risks ahead. Global recession is a possibility. Inflation and interest rates may not fall as quickly as hoped, or the property sector may experience a slump. Unpredictable risks such as cyber threats, climate change, or the unforeseen impact of AI could cause negative headwinds.

But despite these risks, there is genuine reason to be optimistic. S&P Global states that it is "cautiously confident" about the year ahead, reporting that 80% of banking groups around have stable rating outlooks and predicting this trend will continue throughout 2025[1].

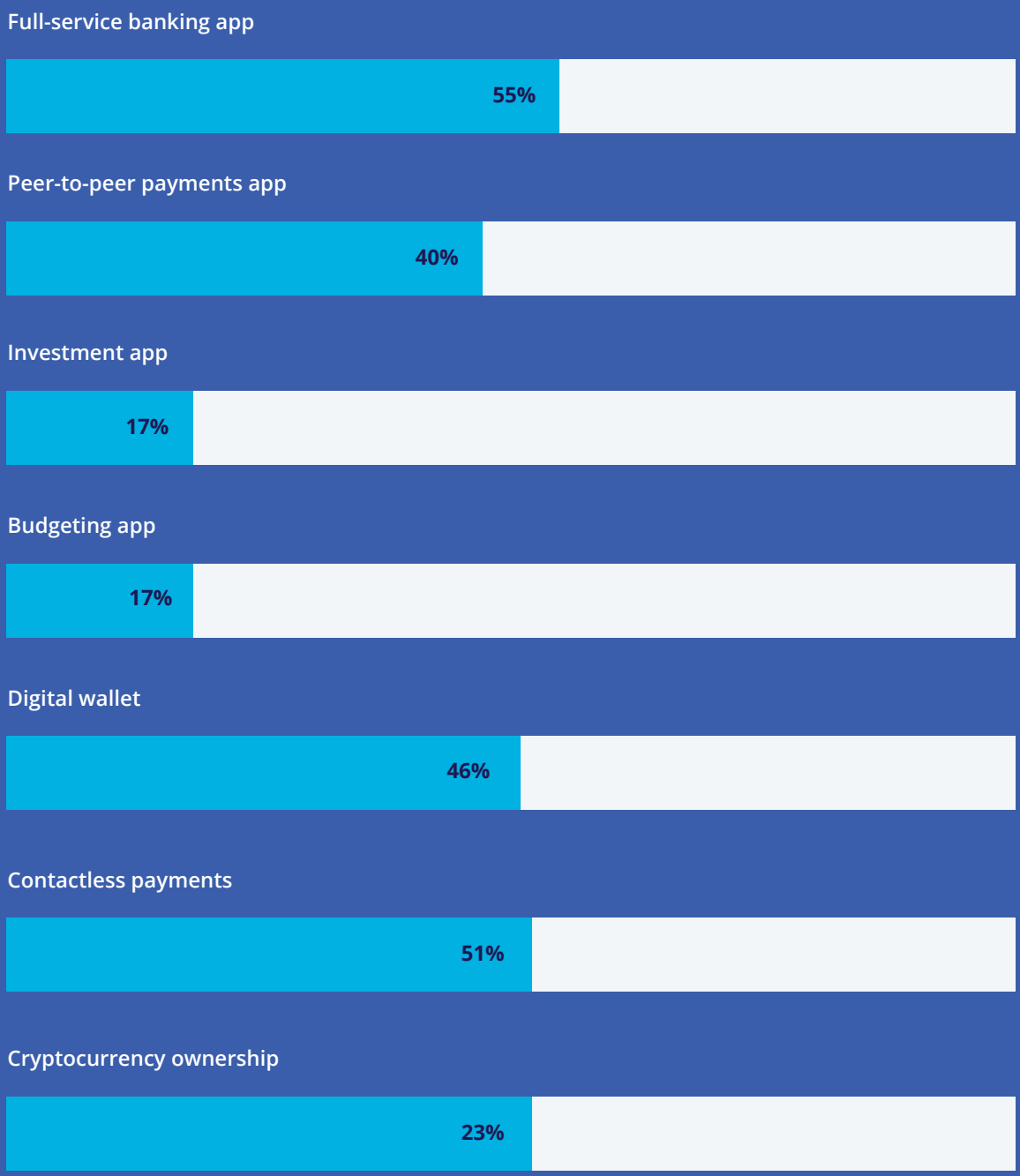
We are seeing incredible innovation throughout the industry, with agile fintechs collaborating with the largest institutions to deliver customer-centric change. Over the next year, we will see ideas that were once paradigm-shifting become established parts of the industry - as new and disruptive innovations rise to take their place at the cutting edge of progress.

There are huge opportunities ahead for financial institutions that can anticipate and take advantage of the tectonic shifts taking place throughout the industry and wider society. We are proud to be trusted partners for banks and credit unions across the world as they take their next steps into a bright future. To help our valued customers, prospects, and collaborators seize the opportunity, we have compiled this report to introduce you to some of the trends we believe will impact throughout 2025, providing insights into changing regulations and technological innovations, as well as actionable strategies on how to leverage them.

It's going to be an exciting year. We look forward to working with you to make the very best of it.

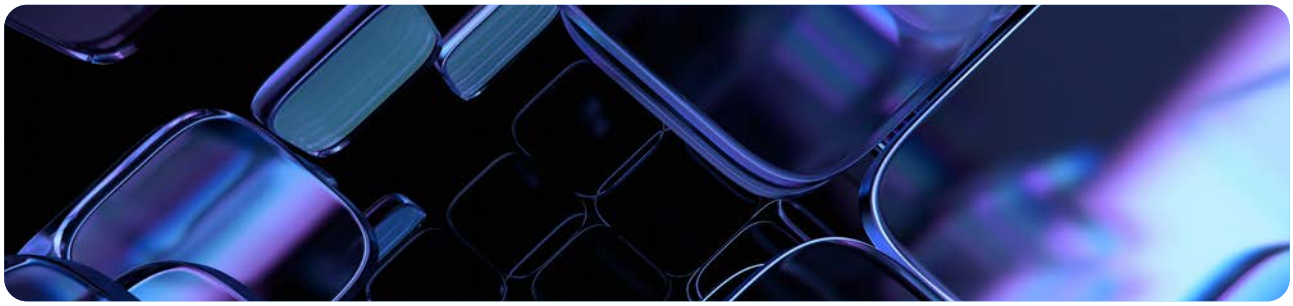
Renato Oliveira
Founder and CEO of ebankIT

What applications do US customers use?



Source: Deloitte, Financial services super-apps: Growth and transformation through engagement, 2022

Composable innovation



A monolithic approach to digital banking relies on rigid, all-in-one systems that are costly to maintain, slow to adapt, prone to disruption, and represent a major source of operational fragility. To address these risks, the industry is moving towards a modular, flexible approach using composable banking solutions made up of API-enabled, modular building blocks and packaged business capabilities (PBCs) that bundle services based on their business application.

“A composable architecture consists of multiple building blocks linked by APIs to create a digital solution. Each component can be quickly and easily replaced or redeployed, making the tech stack more flexible and making upgrades quicker and cheaper.

Accenture[2]

The composable trend has been gaining momentum for several years. We expect both adoption and innovation in this space to continue throughout 2025 as banks seek flexible options that rapidly adapt digital services to changing customer demands and dynamic market conditions.

Up to 70% of banks’ IT budgets are spent on maintaining legacy systems, McKinsey reports[3]. Yet adopting a “commitment to continuous, holistic reinvention” based around composable architecture can achieve higher profitability, with an uplift of 120 basis points in pre-tax ROE), as well as greater efficiency (a 37 basis points reduction in opex over assets) and a 130 point drop in cost-to-income, according to an Accenture analysis[4].

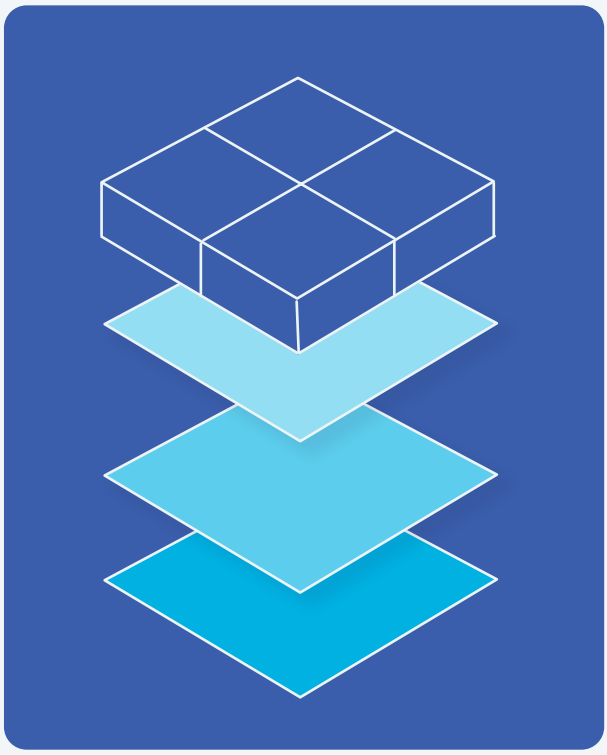
“Demand for composable banking applications is surging. Banks are pursuing these systems to drive revenue and resolve application complexity.”

Gartner[5]

Key benefits of a composable approach:

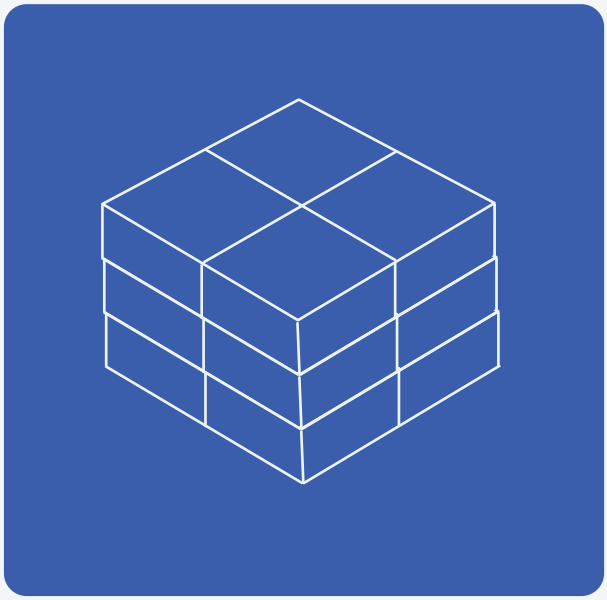
Lower costs:

Composable technologies reduce maintenance spend and reduce both the cost of transformation and make it less disruptive to the wider business so that going to market is faster, less risky and more cost-efficient.



Customer retention:

Regular progressive releases can discourage leaders from considering competitors' solutions. Core providers can further strengthen loyalty by leveraging their expertise in composability to act as orchestrators for banks, vetting fintech partners and exploring opportunities beyond traditional banking markets.



Accelerated innovation:

A modular approach gives banks the ability to slots new products and services into place when needed, or remove them if required. Transforming a monolithic architecture is challenging due to the complexity of interconnected components. Composable building blocks make it possible to enact continuous transformation, letting institutions take an iterative approach to developing new products or services.

Faster compliance:

Adapting to new regulations tightly integrated components make even minor updates complex, time-consuming, and prone to errors. Changes often require extensive testing and can disrupt entire systems, delaying compliance and increasing costs. Composable architectures make updates simpler to enact, ensuring faster compliance with regulations, reduced operational risks, and greater agility in responding to market demands.

Composable collaboration

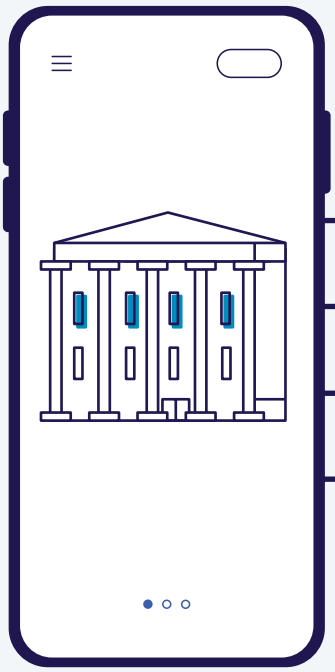
Modern digital banking requires adaptable and resilient technological frameworks, which are often delivered by agile partners rather than built internally. This growing complexity highlights the urgency for solutions that enable seamless integration.

Traditional core banking vendors often delay modernization efforts due to concerns about disruption and the high costs associated with overhauls. However, as advanced digital business models like Banking-as-a-Service (BaaS) and embedded finance reshape the industry, the demand for composable solutions is rapidly increasing. These models thrive on swift product deployment and robust collaboration, making modular, API-driven systems essential for success.

This new approach is vital for optimizing IT infrastructure and driving digital transformation. Traditional core system providers now have increased opportunities to modernize their solutions to remain competitive, making the simplification of architectures, removal of redundancies, and reduction of integration complexities essential to future-proofing their offerings.

Moreover, composable strategies position vendors as pivotal players within the banking ecosystem, letting them tap into the rising demand for flexible and interoperable technologies.

As the speed of digital transformation continues to accelerate, adopting composable frameworks can be a critical enabler of long-term success.



Gartner's four composable business principles:

- More speed through discovery
- Greater agility through modularity
- Better leadership through orchestration
- Resilience through autonomy

Source: Gartner

How to implement composable banking

Conduct a gap analysis

Begin by assessing the current state of composability in your systems. Identify areas where modular approaches can replace legacy architecture, focusing on geographies and operations with the highest demand for composable solutions.

Rationalize redundancies

Evaluate existing banking applications to eliminate overlapping functionalities. Develop short-term (6-month) and long-term (18-month) plans to optimize operations and meet evolving customer needs.

Adopt a modular architecture

Invest in cloud-native, layered digital core systems that prioritize continuous integration, modular deployment, and seamless third-party connectivity. This ensures scalability, adaptability, and real-time operations.

Align business and technology

Foster strategic alignment across leadership and teams. Secure buy-in by highlighting how composable systems drive innovation, reduce costs, and future-proof operations.

Leverage a unified platform

Utilize pre-built, plug-and-play solutions to accelerate implementation. Unified platforms can reduce time-to-market, streamline development, and gradually phase out legacy systems while minimizing risk.

Prioritize integration capabilities

Adopt open standards and a polyglot architecture to ensure compatibility with fintechs, CRMs, and other core technologies. Seamless integration is critical to creating a flexible, composable ecosystem.

Focus on governance and compliance

Establish governance frameworks that support composable strategies while ensuring robust compliance with regulatory requirements and risk management standards.

Measure progress

Track agility, responsiveness, and time-to-market improvements to assess the success of composable implementations. Use these metrics to refine processes and foster continuous improvement.

Return of the bank branch: towards a phygital future

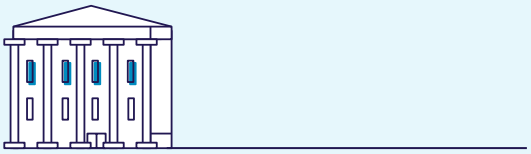
Just a few years ago in 2021, a survey conducted by The Economist Intelligence Unit on behalf of Temenos found that 65% of bankers believed that the branch-based model will be "dead" within five years[6]. Reports of that death has been greatly exaggerated.

Physical banking will experience a resurgence in 2025, driven by the evolving preferences of younger generations who value the convenience of digital tools paired with the trust and personalization offered by in-person interactions. This "phygital" approach blends physical and digital services, positioning bank branches not as transactional hubs but as centers for advice and community engagement.

Modern branches are transforming into financial experience hubs, offering education workshops and tech-enabled consultations such as video conferencing for specialized advice. These changes cater to a growing demand for tailored services while maintaining the human element critical for complex financial decisions like mortgages or wealth management.

By integrating advanced technologies with face-to-face support, banks are improving customer satisfaction and redefining their role in the community. The emphasis on this hybrid model highlights the industry's recognition that, even in an increasingly digital world, physical spaces remain integral to fostering trust, accessibility, and deeper customer relationships.

Why do customers need bank branches?



Cash:
Physical locations allow for cash deposits, withdrawals, and access to safety deposit boxes

Advice:
Customers seek in-person guidance for mortgages, retirement planning, and investment strategies.

Trust-building:
Face-to-face interactions enhance trust, especially for high-value transactions.

Access:
Branches provide vital services for elderly customers, underserved populations or those without reliable internet access.

Document processing:
Services like notarizations, loan applications, and identity verifications often need in-person submission.

Digital assistance:
Branches help customers adopt online and mobile banking by offering demos and troubleshooting support.

Problem resolution:
Resolving disputes, account issues, or fraud concerns often requires personalized attention.

Banking for the next generation

Perhaps counterintuitively, younger generations exhibit a high demand for in-person banking. Generation Z consists of individuals born between 1997 and 2012, who are currently aged between 12 and 27. In 2025, they're expected to make up more than 25% of the world's working population[7]. A KPMG survey conducted in 2024 found that 73% of 18 to 24-year-olds would miss their high street bank branch if it closed - the highest proportion of any age group[8].

Peter Rothwell, Partner and head of banking at KPMG UK, said:

"It's a myth that bank branches are just the domain of their older customers. Younger individuals value the ability to walk into their nearest high street branch, talk to a real person and use the services on offer. The continued cost of living struggles makes the need for in-person advice and the ability to access cash – a timeless budgeting tool - all the more important."

The Oliver Wyman Forum's Global Consumer Sentiment (GCS) survey also found that 43% of Gen Zers said that physical bank branches are important because they provide "peace of mind"[9].

"To build lasting relationships with Gen Zers, however, banks need to combine their physical presence with a competitive, exciting digital offering. Banks must also provide services that satisfy Gen Z's demand for convenience, choice, value, sustainability and hyper-personalization."
the World Economic Forum[10].

Banking hubs: a new home for financial services

In the UK, physical banking is making a surprising return to town and city centres in a trend that will expand throughout 2025. Roughly 6000 British bank branches have closed their door over the last nine years[11], prompting government and regulators to take action.

In September 2024, the Financial Conduct Authority (FCA) introduced new rules that force banks and building societies to assess cash access when they make changes to services. If "significant gaps" are found in the provision of cash, finance institutions must keep facilities such as ATMs and bank branches open so that local populations can physically withdraw money when they need it. Cash is particularly important for low-income households earning less than £15 000 (about $18 800) a year and with "low digital capability"[12]. During the cost-of-living crisis, the number of people using cash for day-to-day spending hit a four-year high[13].

The FCA suggested a number of possible options for banks, such as opening ATMs, delivering services through alternative outlets such as local shops, or establishing bank hubs, enabling personal and business customers to access basic banking and cash services. So far, 76 have opened around the nation, and the total will soon reach 162, with more hubs opening throughout 2025 to meet a government target of 350 over the next five years[14].

The hubs feature a traditional counter service run by the Post Office, with community bankers from nine major high street banks rotating to offer personalized support on specific matters in a private setting. They also provide deposit services, enabling small businesses to manage cash transactions, including paying in notes and coins.

Also, in the UK, Open Banking technology is being used to power kiosks that give customers the ability to access existing bank accounts from a number of institutions through a unified platform. By visiting fully manned kiosks in locations such as supermarkets, shopping centers, and bus or railway stations, consumers can perform transactions such as deposits, withdrawals, and payments across different banks.

Phygital banking relies on the seamless integration of physical touchpoints with underlying digital banking infrastructure. Digital banking provides the APIs, data integration frameworks, and cloud-native architectures that power real-time transactions, authentication, and account management across channels. Without robust digital platforms, the synchronization of customer profiles, transaction histories, and AI-driven insights necessary for personalized in-branch experiences would be impossible. Additionally, digital banking underpins the interoperability needed for phygital services, enabling modular components like kiosks or video consultations to access centralized banking data securely via Open Banking standards to deliver the dynamic, data-driven interactions that define phygital banking, bridging the gap between convenience and personal engagement.

Before they get physical - banks need to get digital.

How to deliver phygital banking:

Design scalable architecture

Build a cloud-native infrastructure with microservices to support modularity and scalability. Implement containerization for seamless deployment and management of digital and physical touchpoints. Ensure your architecture supports real-time processing for omnichannel synchronization.

Prioritize API-first strategy

Develop a robust API layer to integrate digital services with physical hubs. Use RESTful APIs or GraphQL for efficient data exchange and implement API gateways to manage traffic and ensure security. APIs should enable seamless communication between kiosks, mobile apps, and back-office systems.

Enhance data orchestration

Invest in advanced data orchestration tools to consolidate and analyze customer data from multiple channels. Use event-driven architecture (EDA) with real-time data pipelines to synchronize physical and digital banking services for personalized experiences.

Enable advanced customer authentication

Implement biometric and multi-factor authentication (MFA) to secure both digital and physical interactions. Utilize protocols for passwordless authentication and integrate these systems into kiosks and branch services for seamless transitions between channels.

Integrate Open Banking standards

Ensure compatibility with PSD2-compliant APIs to integrate external banking data into phygital services. This allows customers to access accounts from multiple banks through a unified interface, enhancing convenience and loyalty.

Focus on IoT for physical hubs

Use IoT devices, such as smart kiosks and sensors, to monitor branch activity and improve operational efficiency. Employ predictive maintenance to reduce downtime of devices and ensure uninterrupted customer service.

AI

Deploy AI-driven service models

Leverage AI for customer segmentation, sentiment analysis, and tailored recommendations in physical branches. Use machine learning models trained on customer behavior data to provide proactive advisory services during face-to-face interactions.

5G

Ensure 5G readiness

Adopt 5G-ready devices and network infrastructure to support high-speed data transfer between physical and digital systems. This enables real-time video consultations, augmented reality (AR) features, and faster transaction processing in physical hubs.

Reinforce security across channels

Deploy zero-trust security architecture to protect data flows between physical and digital environments. Encrypt all communications with and implement intrusion detection systems to monitor and mitigate threats.

Measure performance and iterate

Use analytics platforms to track KPIs such as customer engagement, transaction time, and operational costs. Employ A/B testing in branch setups and digital workflows to optimize the integration of phygital services continually.

AI moves from experimentation to implementation

It has been just over two years since ChatGPT became the fastest-adopted consumer app in history, reaching 100 million users just two months after its launch in November 2022[15]. Yet although use cases and benefits are quite clear for financial institutions, AI deployment has been cautious due to the risks of reputational and financial damage this new technolology creates.

Over the next year, banks will become bolder in their use of artificial intelligence as the technology matures, use cases become more concrete, new regulations set out clear parameters for institutions to adhere to, and AI becomes a safer bet. The past two years have been about experimentation. Now we will see implementation.

AI in financial services: the story so far

The McKinsey Global Institute (MGI) has estimated that Gen AI could add between $200 billion and $340 billion in value to to the global banking sector annually - which is between 2.8% and 4.7% of total industry revenue. This uplift will largely come from increased productivity - but there are risks.

“As banks and other financial institutions move to quickly implement the technology, challenges are emerging. Getting gen AI right can potentially unlock tremendous value; getting it wrong can lead to complications. Companies across industries face gen AI risks, including the generation of false or illogical information, intellectual property infringement, limited transparency in how the systems function, issues of bias and fairness, security concerns, and more.”

it warned[16].

A Bank of England Survey found 75% firms are already using AI, with a further 10% planning to do so over the next three years. Just over half (55%) of AI use cases the British central bank examined involve "some degree" of automated decision-making, with 24% of those being semi-autonomous, which means they "involve human oversight for critical or ambiguous decisions". Just 2% of use cases were fully autonomous[17].

In a regulated sector, there are clear risks around AI, which means that many financial institutions have been quite cautious in their implementation. We expect to see growing numbers of banks prioritize AI deployment, although human-in-the-loop models that guarantee oversight will remain significantly more prevalent than fully autonomous AI.

Evolving regulations

AI adoption and maturity: the top 10 banks

1 - 50 RANK

COMPANY POSITION	TALENT	INNOVATION	LEADERSHIP	TRANSPARENCY
JPMorganChase	2	1	3	1
Capital One	1	3	14	14
Royal Bank of Canada	6	2	8	10
Wells Fargo	4	5	36	8
CommBank	7	12	2	5
UBS	3	18	15	15
HSBC	15	9	5	3
Citigroup	5	7	13	43
TD Bank	10	8	20	16
Morgan Stanley	18	4	17	42

Source: The Evident AI Index

Throughout the next year, institutions will have to respond to new regulations such as the EU AI Act. In financial services, the new rules will regulate any organizations involved in developing, deploying, or using AI systems impacting financial activities within the EU. This includes:

- Banks and financial institutions using AI for credit scoring, fraud detection, risk assessment, or customer management.
- Insurers employing AI for underwriting, claims management, or risk profiling.
- Investment firms leveraging AI for trading algorithms, portfolio management, or financial advice.
- Fintechs deploying AI as a core part of their innovative financial products or services.

"The only explicit references to financial use-cases are credit scoring models and risk assessment tools in the insurance sector. In this context, AI systems used to evaluate the credit scores or creditworthiness of natural persons will likely be classified as high-risk, since they determine those persons' access to financial resources. The same designation is expected for those AI systems that are used for risk assessment in the case of life and health insurance which, if not properly designed, can lead to serious consequences for people's lives and health, including financial exclusion and discrimination."

Deloitte[18]

In the US, President Biden's Executive Order 14110 introduces significant changes for financial services firms using AI technologies. The directive mandates enhanced regulatory oversight, requiring firms to comply with stricter guidelines for deploying AI in areas such as credit risk assessment, fraud detection, and algorithmic trading. This will lead to greater accountability and the development of industry-specific best practices.

A key focus of the order is on risk management, compelling firms to address potential biases in AI-driven decision-making and to implement stronger cybersecurity measures. Additionally, the emphasis on data privacy and security will require financial institutions to adopt more robust safeguards for consumer data, aligning AI practices with privacy laws. At the same time, it encourages innovation within a responsible framework, enabling financial

AI strategies for banks and financial institutions

1

Centralize early-stage deployment

Financial institutions should adopt a highly centralized operating model during the early stages of deploying generative AI. Centralization allows for efficient talent pooling, consolidated decision-making, and faster scaling of high-priority use cases. It ensures alignment with organizational goals and provides a unified approach to managing AI architecture, vendor selection, and partnerships.

2

Build an adaptive operating model

Design an operating model tailored to AI's nuances rather than retrofitting existing structures. This model should evolve with the technology's maturity, balancing centralization for risk and governance with decentralization for business-specific innovation. Incorporate agile principles to allow teams to iterate quickly and respond to changing requirements.

3

Prioritize use case alignment

Strategically steer generative AI deployments by identifying and prioritizing use cases that align with your institution's core objectives. Categorize potential applications into clusters, such as fraud prevention, customer experience, or process automation, and allocate resources to maximize impact while managing risk.

4

Standardize data and risk protocols

Establish common standards for data practices, model governance, and risk controls across the company. Leverage a centralized risk framework to address challenges like intellectual property infringement, data security, and AI biases. Ensure real-time monitoring of AI models to detect and rectify performance drifts or unexpected outputs.

5

Invest in cross-functional teams

Deploy interdisciplinary teams combining domain experts, AI engineers, data scientists, and compliance officers. This collaboration is critical for translating business requirements into actionable AI solutions and mitigating risks during development and deployment.

6

Embed change management

Implement a comprehensive change management strategy to address cultural and behavioral shifts required for AI adoption. Create training programs to upskill employees and foster an innovation-driven mindset. Ensure leaders actively advocate for generative AI adoption to reinforce organizational buy-in.

7

Enable scalable execution

Leverage cloud-native infrastructure and containerized environments to deploy and scale AI solutions efficiently. Use CI/CD (Continuous Integration/Continuous Deployment) pipelines to automate testing and updates, ensuring that AI models remain secure, compliant, and effective as they scale.

8

Balance innovation with compliance

As generative AI technology evolves, maintain a clear focus on balancing innovation with compliance. Regularly review regulatory requirements and adapt your operating model to stay ahead of changes. Collaborate with external stakeholders, including regulators and industry peers, to establish best practices.

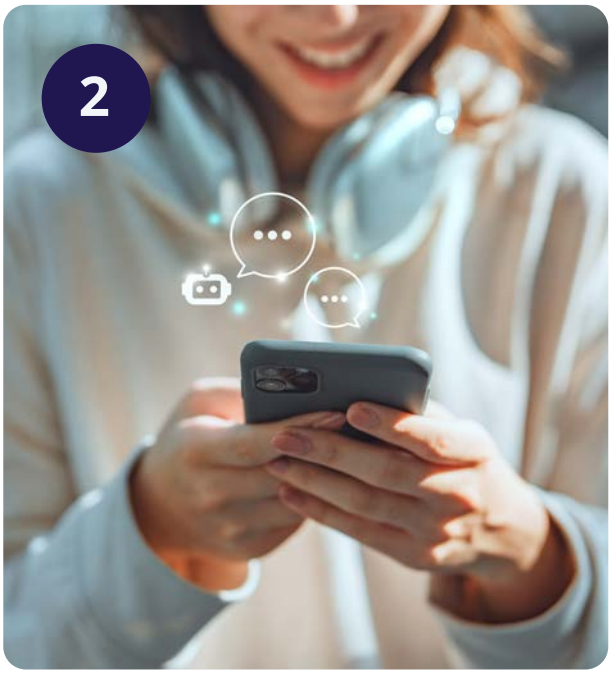
Transformative AI use cases

Financial document synthesis and retrieval

Gen AI transforms the way financial institutions manage and synthesize information from vast repositories of data, such as contracts, regulatory filings, and client reports. It enables rapid extraction and summarization of relevant details, allowing professionals to prepare for meetings or generate analytical insights without manual effort. For example, analysts can use AI to summarize key elements of compliance documents or aggregate economic data for strategic decision-making, drastically reducing time spent on manual review.

Chatbots for seamless banking

Chatbots redefine customer interactions by providing fast, accurate, and conversational support. These systems not only address routine queries like account balances or transaction histories but also handle complex tasks such as resolving credit card disputes or delivering personalized financial advice. By integrating across apps, messaging platforms, and websites, chatbots ensure a unified banking experience that drives efficiency and customer satisfaction.



Intelligent virtual assistants

Advanced AI-powered virtual assistants move beyond the capabilities of chatbots to offer personalized, conversational support across multiple platforms. Gen AI assistants can understand nuanced queries, retrieve specific data from complex systems, and resolve unique issues like fraud cases. They integrate seamlessly into banking ecosystems, enhancing customer satisfaction while reducing the workload on human agents. A bank, for instance, might deploy a virtual assistant capable of handling account queries, payment disputes, or tailored financial advice with human-like accuracy.

Enhanced investment research

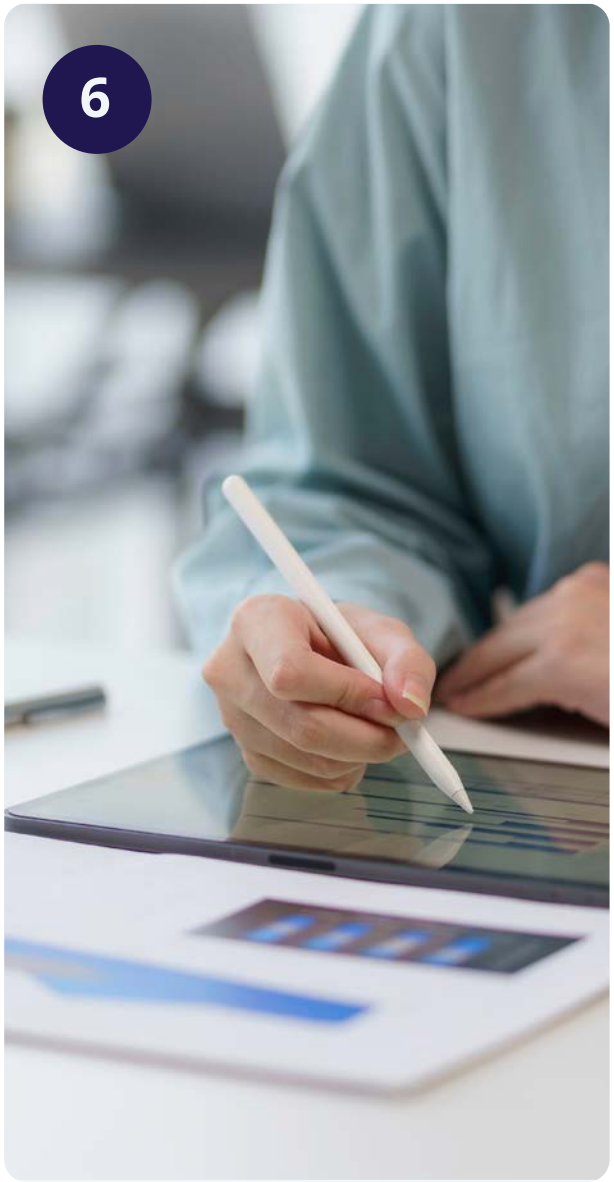
AI-driven research tools help investment firms analyze millions of data points from sources like earnings call transcripts, market filings, and global macroeconomic reports. These tools not only streamline the identification of trends and risks but also provide synthesized insights tailored to specific investment strategies. For example, portfolio managers can query AI systems for key insights from a company's regulatory filings or compare market forecasts to refine their trading strategies.

Regulatory compliance automation

With financial regulations constantly evolving, generative AI offers critical support in interpreting, implementing, and documenting compliance measures. By parsing regulatory texts, AI can generate summaries, recommend code changes, and even validate existing implementations against compliance frameworks. This significantly reduces the burden on developers and compliance teams, ensuring accuracy and efficiency while adapting to changing regulatory landscapes.

Personalized financial engagement

Enhance customer engagement by delivering highly personalized recommendations at scale. It analyzes individual financial profiles and market trends to craft tailored messages, investment strategies, or product offers. This enables financial institutions to deliver hyper-personalized experiences, improving cross-sales and retention. For instance, a retail bank can use AI to create bespoke loan terms or suggest optimal investment plans for specific customers.



Automated document processing

AI automates the extraction and verification of data from unstructured documents like loan applications, tax forms, and customer submissions. This capability accelerates workflows, reduces errors, and improves compliance with KYC and AML requirements. A mortgage provider, for example, can use AI to process applications faster, improving customer onboarding and operational efficiency.

AI for enhanced risk management

Models can continuously analyze market data, transaction patterns, and customer behavior to identify risks in real time. These insights help financial institutions proactively address fraud, operational vulnerabilities, and market exposure. AI strengthens regulatory adherence and operational resilience by simulating risk scenarios and recommending mitigation strategies.

Advanced algorithmic trading

AI refines algorithmic trading by continuously learning from market conditions and adapting strategies in real time. This improves trade execution, reduces losses, and maximizes profitability. Hedge funds, for instance, employ AI-driven algorithms to respond to fluctuating market signals with precision, staying ahead of competitors.

Scalable tax and compliance tools

The automation of repetitive tasks like tax form processing and compliance checks ensures businesses meet complex legal requirements accurately. This capability allows wealth managers or insurers to streamline backend operations, minimize regulatory risks, and focus on client-facing activities.

A new era for Open Banking

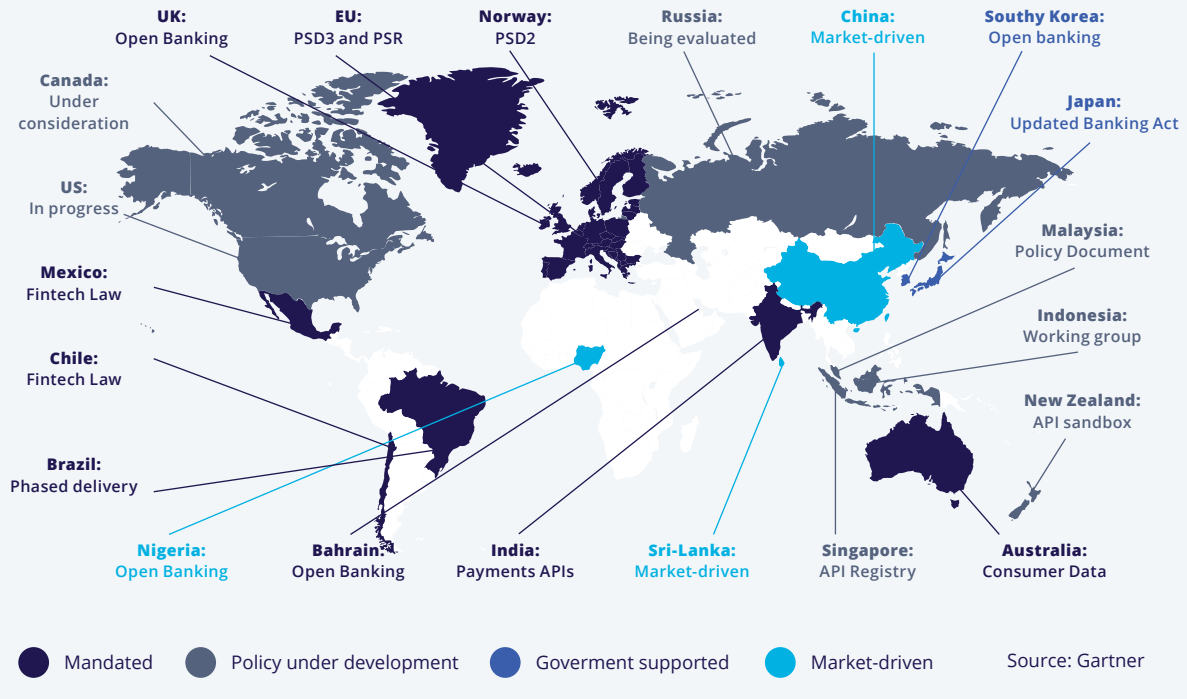
Open Banking enables customers and businesses to securely share account information with third-party providers (TPPs), who use this data to deliver innovative financial products and services. It also provides fast, secure payments for goods and services.

The global Open Banking market is currently valued between $17.36 billion[19] and $25.14[20] billion and is projected to grow rapidly, with CAGR estimates ranging up to 27.4%. By the early 2030s, market valuations are expected to reach between $122 billion and $135 billion, driven by increasing adoption of Open Banking solutions and technological advancements.

Both Open Banking and its successor, Open Finance, often rely on collaboration between regulators and industry. Although some national ecosystems are purely market-driven, most rely on rules to open up secure access to financial data, enabling industry innovation.

This game-changing new paradigm in financial services was born in the UK and EU - both examples of regulator-led ecosystems. Next year, major changes will be made in both these territories as well as one of the world's largest financial services market as a new chapter in the open movement begins. We expect to see more adoption of Open Banking services and options such as Pay by Bank, which offer consumers the ability to make payments without using cards.

Open Banking regulation around the world



Beyond Open Banking in the UK

In April 2023, the Joint Regulatory Oversight Committee (JROC) outlined a roadmap for the next phase of Open Banking in the UK and the shift to Open Finance, in which a wider range of financial data will be exposed to APIs and made available for sharing or processing.

A central component of this plan is the establishment of a new "entity" to succeed the Open Banking Implementation Entity (OBIE), which oversees the ecosystem. The JROC has committed to providing a detailed plan by the end of 2024, with the new entity expected to become operational in 2025.

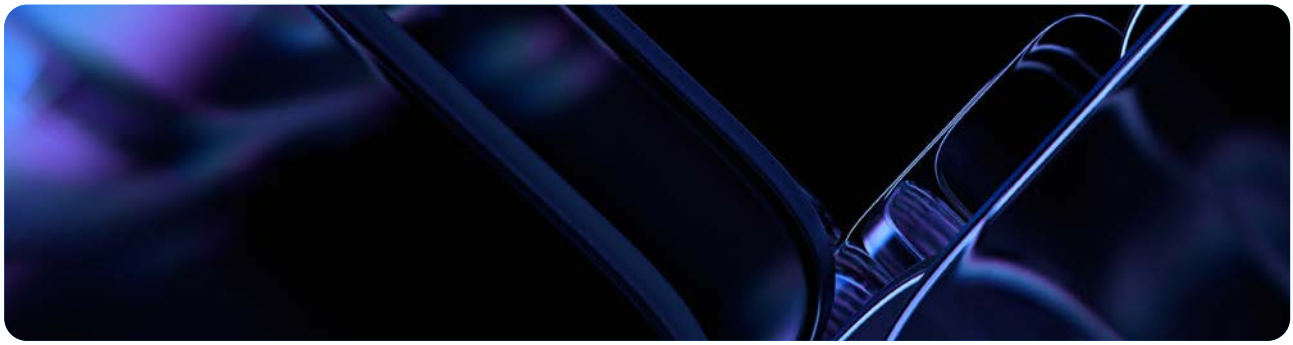
Britain's Open Banking journey started in the UK in 2017 when the Competition and Markets Authority (CMA) issued its Retail Banking Market Investigation Order 2017, mandating the UK's nine largest banks to provide third-party access to customer data via secure APIs to promote competition and innovation.

The roadmap for Open Banking initiated by that order has now been completed, with all nine banks successfully implenting the functionality to offer the full suite of Open Banking payment and account information services. In the UK, the implementation of VRPs (variable recurring payments) for sweeping (automatic transfers between a customer's own accounts) has been a significant milestone. In 2025, it is anticipated that VRPs will extend beyond sweeping to include a broader range of payment services, offering consumers and businesses more flexibility and control over their finances.

Throughout 2024, adoption has been rapid, and growth has been decisive, reaching a high of 11.52 million users in October, which saw 1.747 million API calls, 18.7 million payments, and 3 million VRPs[21]. The total UK Open Banking ecosystem is now valued at more than £4 billion and supports thousands of skilled digital jobs[22]

Now, the UK is poised for the next stage of its journey. By 2025, new regulations and standards are expected to be implemented to safeguard consumer data and ensure the integrity of Open Banking services. The government is preparing to introduce the Digital Information and Smart Data (DISD) Bill, which aims to build upon the achievements of Open Banking by extending data-sharing benefits to other sectors, including energy, telecoms, transport, and retail. This legislation will be enacted in 2025, promoting a more integrated and data-driven economy.

We expect to see big things for Open Banking and Open Finance in the UK throughout 2025.



Next steps for EU Open Banking

In 2025, the European Union's financial ecosystem will be transformed with the implementation of several key regulatory frameworks: the Payment Services Directive 3 (PSD3), the Payment Services Regulation (PSR), and the Financial Data Access Regulation (FiDA). These initiatives aim to enhance consumer protection, promote competition, and facilitate secure data sharing across the financial sector.

PSD3 and PSR are designed to build upon the foundations for Open Banking laid by PSD2. The European Commission published drafts for these regulations in 2023, and they are currently under review. Both directives are expected to be finalized in 2025. Financial institutions are already preparing to adapt to these changes by integrating innovative technologies and collaborating with fintech companies to offer new services, thereby enhancing operational efficiency and customer trust.

Additionally, the EU is working on a framework for Financial Data Access (FiDA) that aims to create a unified Open Finance space across Europe by enabling authorized third-party providers to access customer data across a wider range of financial services. FiDA is also expected to be finalized in 2025, meaning it will fully come into effect two years later.

This regulation presents opportunities for banks and payment service providers to develop personalized products and services, improve fraud management, and establish strategic partnerships with fintech firms. However, it also poses challenges, such as the need to develop scalable and resilient interfaces for data transmission and manage increased competition from potential new entrants.

In addition to these rules, the Digital Operational Resilience Act (DORA) will take effect on January 17, 2025. DORA aims to strengthen the digital resilience of the financial sector by setting IT security standards, particularly in risk management for information and communication technology (ICT), reporting of ICT incidents, and monitoring risks posed by third-party ICT service providers. Financial institutions are expected to enhance their systems and processes to comply with DORA, thereby improving their resilience against cyber-attacks and other digital threats.

Collectively, these regulatory developments are poised to bring significant change to the EU's financial services sector and help move towards the implementation of Open Finance.

Market-driven progress in the US

Although the US does not have an Open Banking mandate that forces financial institutions to share data, it took one giant step in 2024 to shape the evolution of its nascent ecosystem throughout 2025.

In October, the Consumer Financial Protection Bureau (CFPB) finalized a rule that gives consumers "greater rights, privacy, and security over their personal financial data"[23]. The rule requires financial institutions, credit card issuers, and other providers to "unlock" individuals' personal financial data and allow it to be transferred to another provider - as long as they provide consent to the data sharing.

The so-called "Open Banking Rule" activates the Consumer Access to Financial Records Rule, which is contained in Section 1033 of the Dodd-Frank Wall Street Reform and Consumer Protection Act, grants consumers control over their financial data, enabling them to share information from bank accounts, credit cards, payment apps, and other financial products with third parties. It aims to boost competition by reducing barriers to switching providers, enhancing consumer choice, and incentivizing financial institutions to offer better products and services.

The rule establishes strong privacy protections, banning unauthorized data use and requiring that third parties only access information explicitly authorized by the consumer. It also eliminates outdated practices like screen scraping by promoting secure data-sharing methods. Consumers gain the ability to transfer banking history when switching providers, shop for better rates, and make secure payments, including pay-by-bank options.

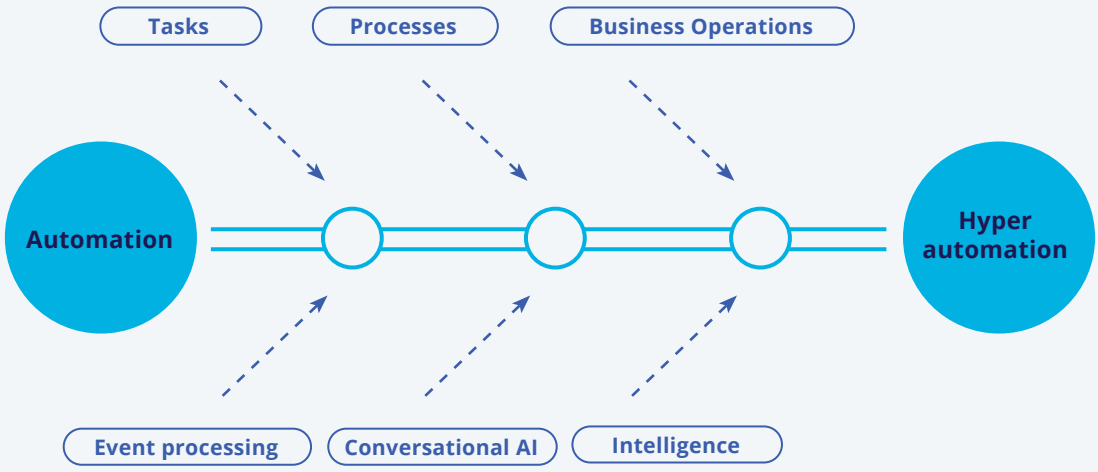
Data access must comply with strict limits. Once revoked, access ends immediately, with default data deletion unless reauthorized. Compliance is phased, with the largest institutions required to comply by April 2026 and smaller ones by April 2030. The CFPB has also set criteria for industry bodies to develop compliance standards, further ensuring transparency and security.

The Open Banking Rule complements the market-driven Open Banking ecosystem in the US by formalizing key practices that have evolved organically while still allowing flexibility for innovation and competition. Unlike the regulatory mandates in regions like the EU and UK, the US approach remains rooted in industry-driven data-sharing agreements, with the new rule providing a structured framework for consumer rights and data protections. By codifying principes that align with the market-driven model, it formalizes practices already adopted by many financial institutions and fintechs.

In essence, the rule acts as a guardrail for the market-driven system, preserving its flexibility and innovation while ensuring that consumer rights, data security, and competition remain central to its evolution. We expect to see significant innovation in US Open Banking throughout 2025, planting the seeds for an ecosystem that could be one of the largest in the world.

The acceleration of hyperautomation

Achieving hyperautomation



Source: Gartner

Automation is a well-understood concept. It focuses on automating specific, repetitive tasks or processes using predefined rules, targeting isolated tasks such as data entry or generating reports. Automation typically relies on relatively simple tools or basic scripts to automate structured tasks. The processes targeted for automation mostly involve clearly defined, rule-based steps, such as automating invoice generation or payroll processing, addressing these individual tasks without broader integration into enterprise systems.

Hyperautomation is an evolution of this practice, involving the orchestrated use of multiple tools, platforms, and technologies to break down silos and deploy automation holistically across all the business functions that make up an enterprise such as a large bank or other financial institution.

By 2026, Gartner predicts that 30% of enterprises will automate more than half of their network activities, an increase from less than 10% in 2023[24].

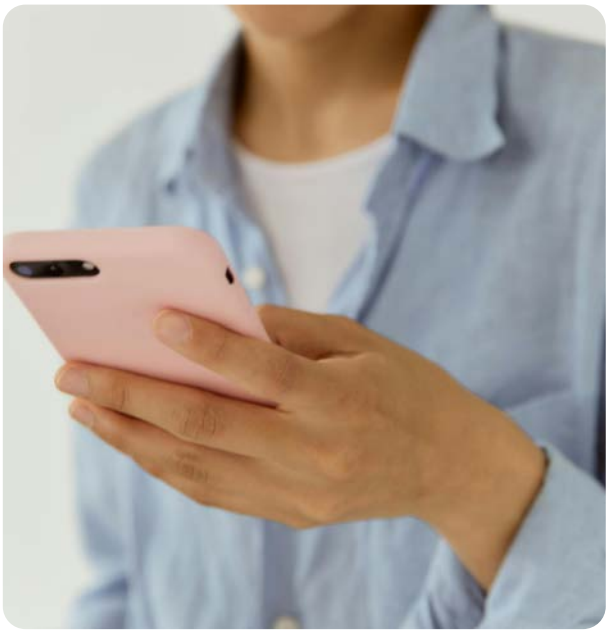
“Hyperautomation has seen a resurgence in interest and demand since the fervor of GenAI that launched in November 2022. Hyperautomation initiatives are often an integral part of a larger technology roadmap that includes systems of record on one end of the spectrum, and AI and GenAI on the other.” said Frances Karamouzis, Distinguished VP Analyst at Gartner.

Hyperautomation is poised to be a defining trend for financial institutions in 2025, driven by a convergence of technological advancements, evolving customer expectations, and competitive pressures. As AI and machine learning capabilities advance, banks can move beyond automating repetitive tasks to achieving end-to-end process transformation by integrating smart tools, intelligent workflows, and real-time analytics to deliver faster, more reliable decision-making to achieve both cost reductions and operational efficiency enhancements.

The demand for enhanced customer experiences is a key driver of this trend. Consumers expect personalized, seamless interactions across digital channels, and hyperautomation enables banks to deliver tailored financial solutions, real-time support, and faster onboarding from end to end. Additionally, as fintech disruptors and big tech companies challenge traditional banking models, hyperautomation equips banks with the agility to innovate, offering competitive products and services while maintaining customer loyalty.

Fast-changing regulations are another catalyst of hyperautomation, which levels up financial institutions’ ability to respond to new requirements in anti-money laundering, fraud prevention, and data privacy. Cybersecurity is also a factor to consider, with a unified, enterprise-wide approach to automation increasing organisations’ ability to proactively detect and respond to risks.

Over the next year and into the future, hyperautomation will move from being an efficiency play to become a strategic imperative.



Tools and technologies in hyperautomation

Artificial intelligence (AI): Enables systems to simulate human intelligence, learning from data to make predictions, automate decisions, and solve complex problems.

Machine learning (ML): A subset of AI that uses algorithms to analyze data patterns and improve system performance without explicit programming.

Event-driven software architecture: Reacts to specific events or triggers, enabling real-time responses and seamless integration across processes.

Robotic process automation (RPA): Automates repetitive, rule-based tasks by mimicking human actions, such as data entry or invoice processing.

Business process management (BPM): A methodology for modeling, managing, and optimizing workflows to improve efficiency and consistency.

Intelligent business process management suites (iBPMS): Combines BPM with advanced technologies like AI and ML for dynamic, data-driven process automation.

Integration platform as a service (iPaaS): Provides cloud-based tools for integrating applications, data, and processes across multiple systems and platforms.

Low-code/no-code tools: Simplifies application development by enabling users to build and automate processes with minimal programming knowledge.

Packaged software: Pre-built applications designed to perform specific tasks or manage operations, such as customer relationship management or accounting.

Decision, process, and task automation tools: Encompasses systems that streamline specific activities, from simple task automation to complex decision-making workflows.

Strategies for delivering hyperautomation

1 Build modular automation frameworks:

Design automation solutions as modular components that can be reused across different banking processes, ensuring scalability and reducing development time for new use cases.

2 Leverage process orchestration tools:

Implement advanced orchestration platforms to coordinate multiple automated tasks across departments, creating seamless workflows that connect siloed operations.

3 Adopt adaptive AI models:

Utilize AI systems capable of real-time learning and self-improvement to handle dynamic processes like fraud detection or evolving customer behavior.

4 Enhance real-time:

Integrate collaborative tools that allow human and automated systems to interact fluidly, such as AI-driven dashboards for live monitoring and decision-making.

5 Enable intelligent data pipelines:

Establish automated data pipelines that prepare, cleanse, and route data efficiently between systems, ensuring high-quality inputs for AI and analytics tools.

6 Invest in hyper-personalization engines:

Deploy systems that combine behavioral insights and predictive analytics to deliver hyper-personalized financial products and experiences.

7 Incorporate voice and conversational AI:

Leverage advanced natural language processing for voice and text-based interactions, enabling automated, intuitive customer service and advisory experiences.

8 Develop compliance automation ecosystems:

Integrate regulatory frameworks directly into automation systems, ensuring real-time compliance checks and automated reporting for audits.

9 Test with synthetic environments:

Use simulated data environments to stress-test automation systems before deployment, identifying potential issues in complex workflows.

10 Focus on API-first integration:

Build API-driven automation architectures that simplify integration with third-party systems, fintech solutions, and legacy banking software.

Financial wellness: a new frontier in banking

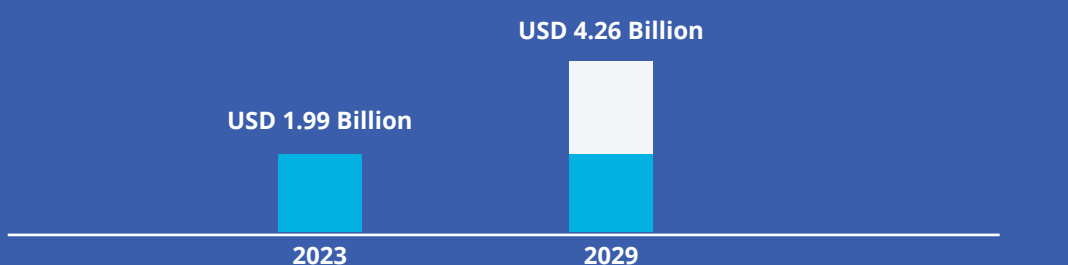
In an era defined by technological progress, the financial services sector is taking care to remember the humans at the core of its business. Financial wellness is moving from being a supplementary offering to a differentiator for banks, accelerated by increasing ESG demands and expectations that institutions should focus on the positive role they can play in wider society.

Inflationary pressures, rising debt levels, and economic uncertainty have intensified financial pressures on consumers, who now expect access to tools, guidance, and personalized partnerships that empower them to achieve long-term financial goals. Financial wellness, therefore, represents a key value proposition for banks aiming to strengthen their relevance and build lasting customer relationships. The wellness trend is particularly strong among members of Gen Z, who prioritize relationships with companies that resonate with their concerns. For instance, 75% of Gen Z are more likely to buy from brands that give a portion of sales to charity and 70% say they prioritise brands that demonstrate emotional intelligence in their advertising - the highest levels of any generational cohort.[25]

Banks that offer goal-oriented budgeting tools, debt management programs, and personalized investment advice can position themselves as supporters of financial wellness. This stance lets them differentiate themselves in an intensely competitive market and become trusted advisors, aligning with customer needs to foster deeper engagement and loyalty.

Loyalty and trust are critical in the financial services sector, and banks that proactively address financial wellness are better positioned to earn and maintain them. Customers are more likely to remain loyal to institutions that act as partners in their financial journey. Initiatives such as offering early warnings of potential financial stress or providing guidance on achieving savings goals transform the customer-bank relationship into one of mutual trust and support. This not only strengthens retention but also opens opportunities for cross-selling and upselling of financial products, contributing to long-term profitability.

Global financial wellness market: forecasted to grow at CAGR of 13.6%



Source: Research and Markets

Leveraging tech

Advancements in artificial intelligence, machine learning, and real-time analytics are transforming the industry's ability to assess financial wellness and take proactive action when signs of distress are detected. Predictive analytics, for instance, enables banks to identify patterns in customer spending and income that could lead to financial strain. This foresight allows banks to offer tailored solutions when needed, such as restructuring budgets or recommending personalized savings strategies. AI-powered tools can also provide real-time advice on spending and debt management, ensuring that customers receive actionable insights. These technologies enable banks to move from reactive problem-solving to predictive and preventative care, vastly improving customer outcomes.

The increasing emphasis on financial inclusion further highlights the importance of financial wellness. Regulatory initiatives, such as Open Banking and data portability frameworks, empower customers to access and share their financial data seamlessly. By prioritizing wellness, banks can align with these regulatory trends while addressing broader societal goals like reducing financial inequality and promoting economic stability. Institutions that fail to act risk falling behind in a landscape that is becoming more transparent and customer-focused.

The link between financial and mental health underscores the far-reaching impact of financial wellness. Financial stress, a major driver of anxiety and depression, affects not only individuals but also their families and workplaces. Banks that address these issues through tailored wellness programs can alleviate this stress, improving customers' overall well-being and fostering long-term loyalty. For example, initiatives such as integrating financial counseling with mental health resources or offering mindfulness exercises alongside debt management plans can provide holistic solutions that address both financial and emotional challenges. This integrated approach benefits individuals while cultivating a more engaged and stable customer base.

By leveraging technology, aligning with regulatory frameworks, and addressing the holistic needs of their customers, banks can position themselves as indispensable partners in financial health. This focus not only enhances customer satisfaction and retention but also ensures that banks remain competitive and relevant in an evolving financial ecosystem. During 2025 and beyond, financial wellness will define the next phase of growth and transformation for the sector.

Ideas on how to drive financial wellness

AI-driven financial planning and advisory tools

Investing in AI-powered tools is critical for delivering personalized financial advice at scale. Virtual financial assistants can provide real-time guidance on budgeting, spending, and investing, tailored to individual circumstances. For example, an AI tool could recommend savings contributions or suggest investment options based on a customer's risk tolerance and financial goals.

Comprehensive financial health scoring

Expanding beyond traditional credit scores, banks can introduce financial health metrics that assess factors such as emergency savings, debt-to-income ratios, and investment diversification. These scores can provide customers with a clear view of their financial status and actionable insights for improvement.

Incentivizing good financial habits

Banks can launch reward programs encouraging behaviors like saving regularly, paying off debt, or achieving retirement milestones. For instance, customers who consistently meet their savings goals could receive reduced fees or increased interest rates on their accounts.

Enhanced financial literacy programs

Personalized educational initiatives can empower customers to make informed decisions. Banks can create interactive, gamified learning platforms to teach budgeting, investing, and debt management. Virtual and augmented reality simulations could further enhance this experience by allowing users to practice financial decision-making in realistic, risk-free environments.

Proactive financial stress management

Collaborating with mental health professionals, banks can offer resources such as mindfulness programs, counseling services, and financial wellness workshops. By addressing the emotional aspects of financial stress, banks can provide holistic support to their customers.

Automated savings and investment solutions

AI-driven tools can optimize savings and investments by dynamically adjusting contributions based on spending patterns and financial goals. Robo-advisors can offer cost-effective, personalized investment strategies, making sophisticated financial planning accessible to a broader audience.

Early warning systems for financial distress

Using predictive analytics, banks can monitor customers' financial behaviors for signs of stress, such as irregular income patterns or rising debt levels. Early interventions, such as personalized debt management plans or budget restructuring advice, can help customers regain control of their finances before problems escalate.

Integrated wellness apps

Banks can develop comprehensive mobile apps that serve as one-stop solutions for financial wellness. Features could include real-time financial tracking, goal-setting tools, personalized advice, and access to educational resources. Integration with third-party platforms for health, fitness, or mental well-being could further enhance the holistic value of these apps.

Financial inclusion initiatives

Expanding financial services to underserved populations is essential for promoting financial wellness. Banks can develop low-cost, accessible products such as microloans, no-fee accounts, or financial literacy programs targeting marginalized communities. Leveraging partnerships with fintechs can help reach these audiences effectively.

Data-driven personalization

By harnessing customer data, banks can deliver highly personalized services. For instance, tailored recommendations for financial products or customized savings plans can make customers feel understood and supported, fostering deeper engagement.

Case study

Bank of Ireland

The Bank of Ireland offers an inspiring example to other institutions looking to prioritize financial wellness. Its Financial Wellbeing Index found that Ireland's financial literacy score for 2023 was 53%. To address this situation, it pledged a €4 million investment in education programs for both primary and secondary schools during 2024 and 2025, with the aim of reaching 60,000 children and young people.

"Knowledge is power and empowering people to make informed decisions about money is good for individuals, families and society. For young people, being financially savvy means being better prepared as young people study and set out in their careers and start managing their money independently."[26]

Mairead McGuinness, European Commissioner for Financial Services, Financial Stability, and Capital Markets Union

Super Apps finally take flight

There are an established trend in Asia, Africa and Latin America but have so far failed to take off the west. Super Apps streamline a range of diverse services into a single platform, offering customers a one-stop shop through which they can engage with everything from digital banking to retail or travel.

Gartner describes super apps as “Swiss Army knives” offering a “range of component tools (miniapps) that the user can use and remove as needed”. They are popular because “users, especially the younger generation born in the age of smartphones, demand mobile-first experiences that are powerful and easy to use”[27].

There are now countless super apps across the world. Asia’s Alipay and WeChat dominate with payments, investments, and e-commerce. Grab integrates ride-hailing, food delivery, and financial services in Southeast Asia, and India’s Paytm spans payments, lending, and e-commerce. Africa’s M-Pesa revolutionizes mobile money and financial inclusion, while Latin America’s Mercado Libre and Nubank lead in e-commerce, payments, and digital banking.

Despite their global success the US, Europe and other western nations have not seen the arrival of a super app - yet. Super apps haven’t gained traction in the West due to the strict regulatory landscape, strong competition among specialized apps, and established consumer preferences for single-purpose solutions. Additionally, the dominance of app stores from Apple and Google place limits on the seamless integration required for super app ecosystems[28].

Could this be the year this situation changes?

Super app services

Next steps for Super Apps

Writing for JP Morgan's Payments Unbound, Gopi Billa, Leader of US Financial Services Strategy and Market Sensing at Deloitte, said: "By 2025, we're likely to start seeing some of the changes in this space play out at scale. You're definitely seeing the development of super apps in travel and hospitality. You have ride-hailing companies moving from transport and food delivery into hospitality. You see it in entertainment, where you have audio-streaming companies going beyond radio into podcasts and a bunch of other services.

"Then you have logistics more broadly, where e-commerce giants are trying to push services like medical consultation, pharmacies, and groceries, in addition to content streaming and e-commerce, which takes it more into the super app space."[29]

One of the most prominent examples of a finance firm that is working to build a super app is Revolut, which already describes itself as "the only financial services app" and has 10 million customers globally. In its roadmap for 2025, Revolut announced plans for an AI-powered financial assistant which learns from customers' needs and preferences, adapting its services and nudging users towards making positive financial decisions. It will also offer mortgages, business lending, and a service called Kiosk, which lets companies manage restaurant or store operations and may incorporate biometric payments.

What does not make Revolut a super app quite as all-encompassing as a service like WeChat (which offers messaging, social media, mobile payments, food delivery, ride-hailing and more), it shows that the model of bundling many services under one brand is gaining popularity and adoption in the west. Financial institutions do not necessarily need to incorporate as many services as WeChat or similar services to take advantage of the super app trend.

Instead, they could benefit by creating comprehensive ecosystems that integrate diverse financial services such as payments, savings, investments, insurance, and lending within a single platform. By leveraging advanced AI for personalization, they can offer tailored financial advice, real-time budgeting tools, and dynamic credit options to enhance user engagement.

Strategic partnerships with fintechs and non-financial platforms can broaden service offerings and attract customers seeking convenience and functionality. With robust data security and regulatory compliance, institutions can build trust while agile development processes enable them to innovate rapidly and compete effectively in a customer-centric digital marketplace. Open Banking will enable super apps to leverage customer data to deliver experiences which respond to an audience of one, helping them carry out banking operations right inside the app. Embedded finance Will also enable non-financial firms

to incorporate financial services, opening up further opportunities for banks to meet customers in new and innovative contexts.

The era of the super app will look different in the US, Canada, Australia, and Europe than it did in the APAC region. But the results can still be transformative. We expect to see movement and energy in this space throughout 2025 as growing numbers of banks and financial institutions take the super app experiments to a new level.

The world's most famous super apps

With more than 1.3 billion users worldwide[30], primarily in China, WeChat Services include messaging, social media, mobile payments, e-commerce, ride-hailing, and more.

Approximately 1.3 billion million users in China[31]. Offers digital wallet services, financial products, e-commerce, and various lifestyle services.

Operating in Southeast Asia with more than 42 million monthly users[32]. Provides ride-hailing, food delivery, grocery shopping, and digital payment services.

More than 300 million users in India[33]. Features include mobile recharges, bill payments, online shopping, ticket booking, and financial services like savings accounts and investments.

Based in Indonesia, serving Southeast Asia with more than 170 million of users[34]. Services encompass transportation, food delivery, logistics, and digital payments.

How to build a Super App: strategies for banks

Develop a scalable architecture:

Employ microservices and cloud-native infrastructure to enable modularity, scalability, and real-time responsiveness. A flexible API-first approach is critical for integrating third-party services and rapidly evolving features.

Leverage AI for hyper-personalization:

Deploy AI and machine learning models to analyze customer behavior, delivering proactive financial advice, targeted product offerings, and real-time decision-making support.

Adopt advanced security measures:

Build trust through stringent security protocols, including biometric authentication, multi-factor verification, and real-time fraud detection powered by AI to protect sensitive user data.

Invest in open banking integration:

Utilize open banking frameworks to enable secure data sharing, enrich app capabilities, and offer users access to consolidated financial information.

Maintain regulatory agility:

Monitor and adapt to changing financial and data privacy regulations, ensuring compliance while facilitating service innovation.

Prioritize customer-centric design:

Use data-driven insights and advanced analytics to design user experiences tailored to individual needs, combining intuitive navigation, personalized recommendations, and frictionless onboarding.

Enhance interoperability:

Ensure robust integration with existing financial systems and third-party providers. Interoperability with fintechs, e-commerce platforms, and other ecosystems will expand the app's utility and value.

Incorporate embedded finance capabilities:

Offer services such as on-the-go credit, insurance, and wealth management within the app, seamlessly embedded into non-financial transactions.

Build strategic alliances:

Partner with lifestyle service providers, fintech innovators, and payment networks to deliver a comprehensive suite of functionalities that go beyond traditional banking.

Iterate through customer feedback:

Continuously refine the app using advanced user feedback analytics and A/B testing to align with evolving consumer expectations and market trends.

Micro-trends

Innovation is accelerating throughout the financial services sector, with a range of disruptive technologies likely to have a transformative impact in the industry.

Here are some of the other trends which will be important throughout 2025 and beyond.

Real-time payments (RTP)

The widespread adoption of real-time payments will revolutionize the way in which individuals and businesses handle transactions. By enabling instant, low-cost transfers, RTP systems will not only enhance convenience but also reshape economic efficiency, especially as regulations push broader adoption. This will create a financial ecosystem where speed and reliability become baseline expectations for all payment services.

Central bank digital currencies (CBDCs)

As central banks in major economies experiment with digital currencies, CBDCs are poised to redefine payment infrastructures. These state-backed digital assets promise lower transaction costs, enhanced transparency, and secure payment channels, making them a critical tool for advancing financial inclusion and improving monetary systems globally.

Biometric authentication

The growing prevalence of biometric authentication will redefine digital security standards in banking and payments. By integrating features like fingerprint, facial recognition, and voice ID, financial institutions will deliver superior user experiences while significantly reducing fraud risks, especially in high-stakes transactions.

Embedded finance and payments

Embedding financial services in third-party applications will blur the lines between finance and everyday platforms. This trend will offer seamless experiences for consumers as payments become an invisible part of their interactions with e-commerce platforms and other services. Importantly, embedded finance also drives both acquisition and retention, helping institutions to improve loyalty.

Buy now, pay later

BNPL services will continue to expand, becoming more prominent at both physical and digital points of sale. Personalized financial products tied to BNPL will gain traction, though increased regulatory oversight will ensure consumer protection and transparency in these deferred payment arrangements.

Pay by bank

As Open Banking experiences significant growth globally, there will be rising adoption of pay by bank options. These systems will provide consumers with streamlined, secure alternatives to card-based networks, enhancing the overall efficiency of digital payments.

Invisible banking

Banking will integrate further into daily activities, enabled by advances in the Internet of Things (IoT) and wearable devices. Payments will shift from visible processes using cards or smartphones to seamless transactions powered by biometric and embedded technologies, making financial interactions more intuitive and unobtrusive.

Cross-border payments innovation

Advancements in cross-border payments will enable faster, more affordable international transactions. Emerging interoperable systems will provide transparent, data-rich payment experiences that meet the demands of businesses and consumers alike, improving the predictability and efficiency of global financial exchanges.

Conclusion: partnering for growth

One of the major trends shaping the past five years of the 2020s has been collaboration. We've seen startups working with established finance institutions and non-traditional players offering financial services in unexpected contexts. This macro trend will continue to define the industry in 2025 and beyond.

For banks and credit unions, partnering with an innovative, forward-thinking provider will help seize upcoming opportunities. A comprehensive digital banking platform is a launchpad to success, setting a foundation for long-term growth by enabling access to a full suite of secure, advanced, and mature financial services. An effective platform partner offers end-to-end support throughout the transformation journey, handling everything from API integration to regulatory compliance without the costs of in-house R&D.

Ultimately, a well-chosen platform enables companies to innovate faster, stay competitive, and maximize customer lifetime value by creating a seamless, valuable experience.

ebankIT is a flexible, omnichannel digital banking platform built to integrate smoothly with any core system. It creates a rich, interactive digital experience that empowers financial institutions to secure a future-ready strategy. Customers enjoy a seamless and engaging experience at every stage and touchpoint.

Our platform's strengths lie in four key dimensions, each designed to enhance functionality and meet diverse business needs. First, personalized customer journeys allow financial institutions to craft unique paths tailored to individual users' needs and preferences. Second, platform composability enables businesses to select and implement only the modules that fit their specific strategy, providing a tailored, agile approach. Third, core agnosticism ensures effortless integration with any core system, creating a streamlined experience. Finally, the self-customizable feature, powered by ebankIT Studio, allows institutions to implement changes independently, avoiding additional IT support and ensuring agility.

We help banks achieve rapid time-to-market, with some implementations completed in as little as six months. Our innovative roadmap drives new product launches and updates every six months, helping financial institutions stay at the forefront of digital banking. This customer-centric approach meets the high expectations of a new generation of users, making ebankIT a platform that future-proofs digital banking sales.

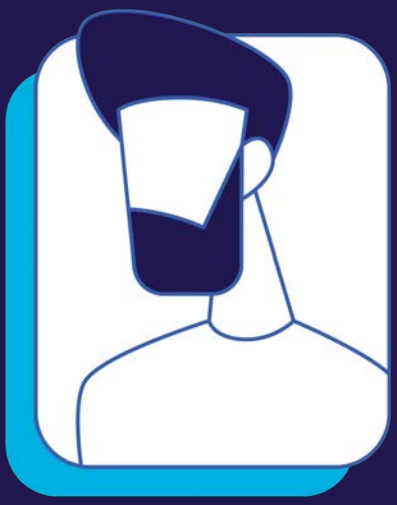
We are committed to humanizing digital banking and enabling digital channels to deliver the same quality of service once associated exclusively with face-to-face, in-branch interactions. The future is bright for financial services. We can help you take the next step on your embedded journey and build humanized services that win customer loyalty, wherever and whenever they are.

At ebankIT, we are hugely excited about the future and look forward to helping new and existing customers transform and humanize their digital banking operations. Let's make 2025 a year to remember—together.

Speak to us about achieving your digital banking goals in 2025

Contact us

Humanize banking with ebankIT

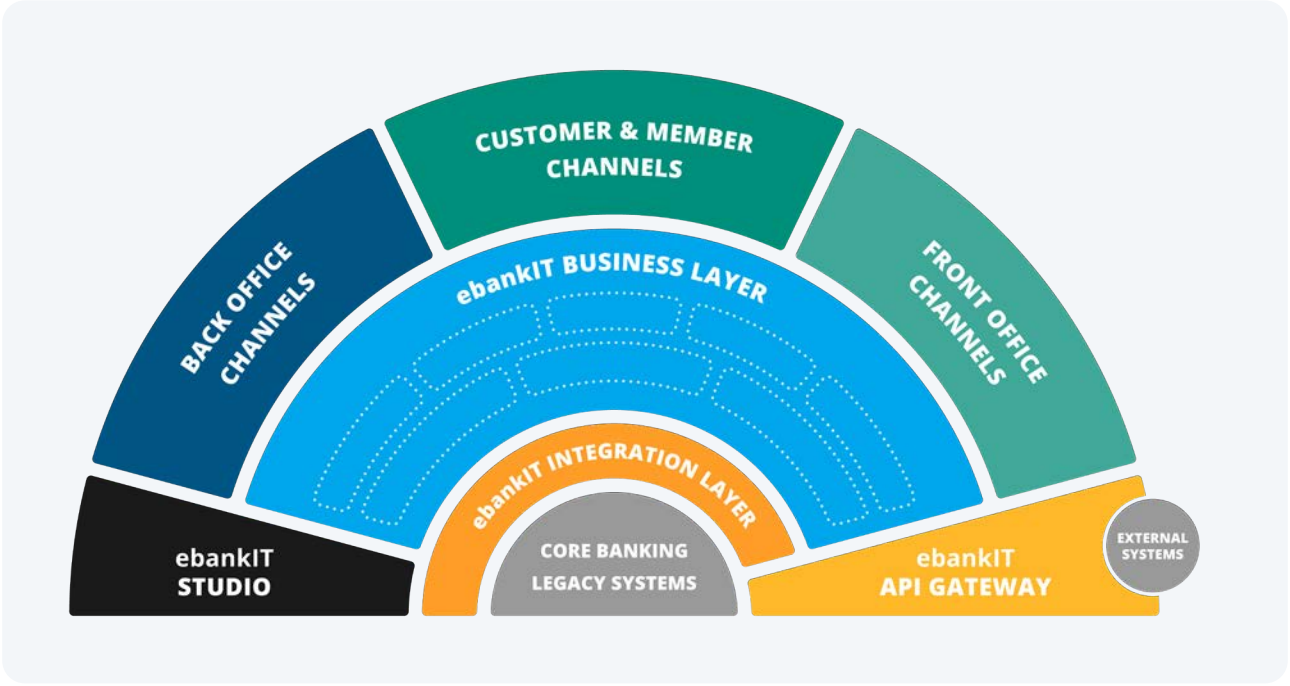


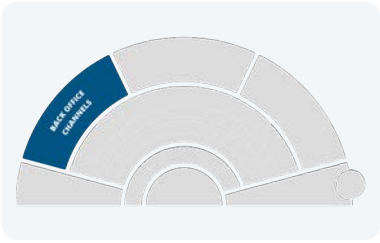
ebankIT enables banks and credit unions to deliver humanized, personalized, and accessible digital experiences. By adopting the ebankIT Omnichannel Digital Banking Platform, financial institutions are powered to offer an increasingly innovative user experience to both their customers and internal teams, and across every modern digital channel, from mobile to web banking, from wearable gadgets to the metaverse and beyond.

Enhanced with flexible and robust out-of-the-box features, ebankIT Omnichannel Platform offers a fast and seamless digital banking transformation for financial institutions of any size and background. With extensive customization capabilities and a continuous focus on human interactions, ebankIT futureproof the digital strategy of banks and credit unions, empowering them with a truly customer-first approach.

During digital banking transformation, financial institutions need to answer the fundamental question: "Buy-or-Build?" At ebankIT, we believe that there is an ideal middle-ground solution: a ready-to-market solution with increased product adaptability and extensive customization options.

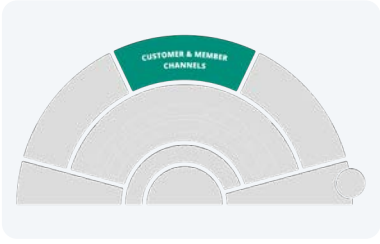
ebankIT Omnichannel Digital Banking Platform





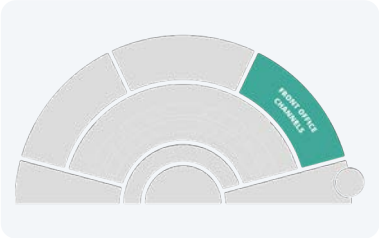
Back office

Back-office channels act as the control room of the entire omnichannel experience. Banks and Credit Unions enjoy the necessary leverage to customize and administer business information, without requiring additional IT support. By taking benefit from a wide range of digital tools – including a Monitoring Center and a Management System – banking teams benefit from a more intuitive experience and may easily manage end users and create transactional workflows.



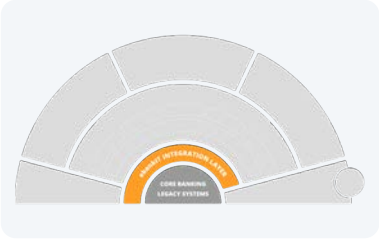
Customer & Member Channels

Combining a customer-centric approach with a genuine Omnichannel strategy, ebankIT turns every banking solution into an enjoyable journey in which customers are free to use their device of choice and switch to another at any given time. Loans, payments, transfers, cards, opening accounts, and even a complete process of onboarding: every feature is just a fingertip away, either through internet or mobile banking, or even in new virtual worlds – like the metaverse.



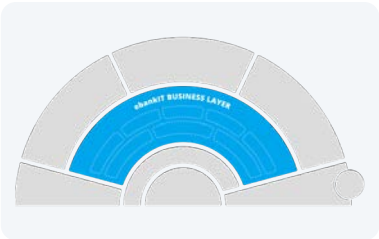
Front office

ebankIT enables banks and credit unions to explore every digital tool to engage with their customers and members. The front-office layer is designed to centralize every activity on both the banking branch and the contact center, as well as create new ways to contact customers. Emails, chats, calls, IVR customer service and more: every effort is integrated in a single platform, enabling the banking team to monitor every interaction, plan future campaigns and identify emerging opportunities in any given market.



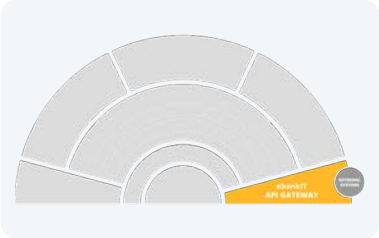
ebanKIT Integration Layer

The ebankIT Integration Layer is the getaway that enables banks and credit unions to quickly implement the ebankIT platform. With pre-built connectors, it easily integrates with all the main core-banking systems, building the bridge between the core banking or legacy systems and the ebankIT middleware. Flexible and fully agnostic, ebankIT is able to digitally transform every financial institution, regardless of their size or background.



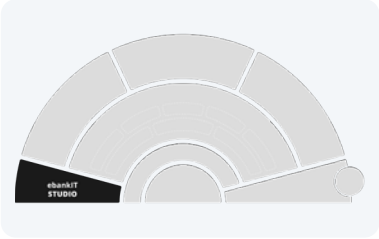
ebankIT Business Layer

The heart and soul of ebankIT Platform. ebankIT Business Layer runs on an out-of-the-box basis, enabling the ease of deployment and the overall increase in digital sales. ebankIT is based on a comprehensive catalog of middleware tools, that range from Communication Gateways to a robust Security Center.



API Gateway

While affirming itself as a reliable and robust digital banking platform, ebankIT also takes benefit from a growing ecosystem of partners, that provide complementary technologies to grant every financial institution a state-of-the-art solution. The ebankIT API Getaway opens the door for the integration of third-party solutions, by providing PSD2 compliance and offering banks and credit unions an endless roadmap of innovation.



ebankIT Studio

With ebankIT Platform, banks and credit unions are able to generate new services in-house, with minimal coding and at reduced costs. ebankIT Studio is an omnichannel Integrated Development Environment (IDE) that offers comprehensive customization tools, enabling each financial institution to continuously adapt and reshape their digital portfolio and business strategy.

Why do customers choose ebankIT?

Founded in 2014 by an experienced team of fintech experts, ebankIT's work has already translated into increased revenues and cost minimization for dozens of financial institutions worldwide. Today, the ebankIT Omnichannel Digital Banking Platform is licensed to institutions in 11 countries, serving millions of customers and members.

From the first moment, ebankIT technology guarantees a class-leading time-to-market, which is only possible because ebankIT Platform is widely equipped with pre-built connectors for the most popular core-banking systems. ebankIT platform also offers banks and credit unions a rich business middleware and the ebankIT Studio, an innovative Integrated Development Environment (IDE), that enables each financial institution to customize their digital catalog and to generate new services in-house, with minimal coding and at reduced costs.

Implementation approach

- Implementations performed by certified partners (ebankIT Academy)
- Evolution Support and Maintenance of the implementation performed by partners
- Platform enhanced by an ecosystem of partners that provide complementary technologies and additional financial solutions

From implementation onwards, financial institutions engage in a disruptive innovation roadmap, with new product launches and updates every six months. ebankIT is always working on new ideas, benchmarking the best practices, and following the most relevant market trends.

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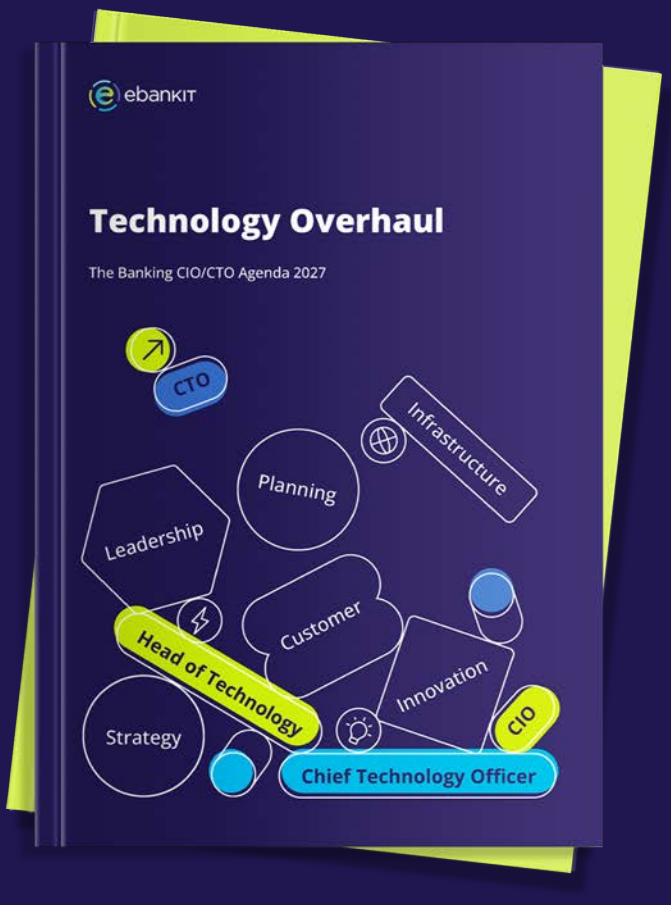

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