

# Time to market & the \$75 billion banking opportunity.

Why being turbo-fast to market with hyper-personalised services is key to revenue growth.

Banking is changing...

and so are expectations.

COVID saw a **30% increase** in use of digital bank channels.

New behaviours will remain long after the pandemic has passed.

Banks must respond with more diverse, accessible, and inclusive digital services.

In a rapidly changing market, it's easy to get left behind.

Four reasons banks must fast-track digital service design and build:

## People trust digital banks

34% of customers feel comfortable depositing money in a digital bank.

## Younger audiences are mobilising

Globally, more than two thirds of Millennials and Gen-Z use digital channels for banking.

## Personalisation is no longer optional

51% of consumers expect that banks will anticipate before they even make contact.

## Disruptors have gained ground

85% of millennials would bank with a non-traditional bank such as Amazon, Apple or PayPal.

Being first to respond to customers' financial needs, wins a share of the **\$75bn** prize.

**\$75 billion**  
Annual revenue opportunity for banks

**14x uplift**  
In revenue potential by shifting from transactional to high-value service models

**10% growth**  
In new banking customers by 2025

Customer-relevant solutions  
Ability to design & scale new value propositions fast

\$5.8 billion (low revenue case)  
\$75 billion (high revenue case)

Bankable population:  
**5.1 billion in 2021**  
**5.6 billion in 2025**  
Customer growth by region:  
**17.5% Africa**  
**9% Asia**  
**6.5% Europe**  
**9% Latin America**  
**7.4% North America**

Opportunities don't wait.

Which banks could miss out?

## Tame traditionalists

More than two-thirds of banks surveyed believe they will lose market share without significant progress in their digital transformation.

## Legacy lagards

More than **90%** of financial firms in the UK rely on legacy tech, with updates typically taking 6-12 months.

## Niche newbies

Neobanks that don't move beyond transactions will fail to capitalise on full revenue potential.

How to be first in line for revenue return?

The big four digital transformation 'must haves'

How your bank is geared for growth will determine if you're able to deliver the personalised, seamless experiences that modern consumers want. Here's what you need to succeed:

4 critical factors for transformation success

**1**

### A well defined strategy

Action plans that match business case and customer needs with the best modernisation options to optimise resources, minimise risk and ensure compliance.

**2**

### An agile & iterative culture

Teams that avoid blame, learn from mistakes, and focus on outcomes not inputs.

**3**

### The right people

Experts with a mix of skills and a shared understanding of IT and business goals and the relationship between the two.

**4**

### Autonomy & the tools to innovate

Client-ready technology and ecosystems that enable greater personalisation, easier scoping and scaling, and stronger governance.

Tips to get more for less.

Being able to launch highly-targeted products with the greatest margins is essential to compete with cloud-based banks. Here's how:



Go API-first to build ecosystems and shrink in-house timeframes and effort.



Employ automated testing to increase reliability and reduce cost of change.



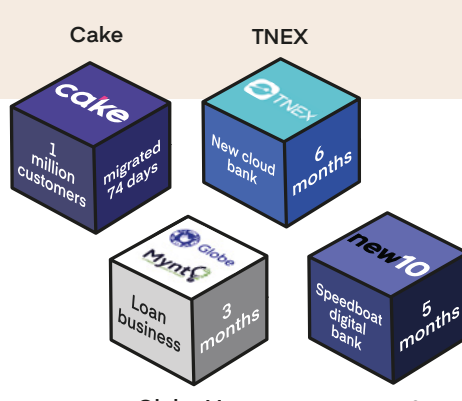
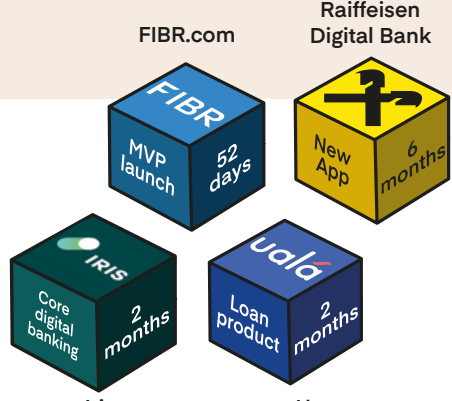
Understand vendor costs, fee structures and underlying events e.g. customer acquisition or profit.



Swap "consulting plus" to "train the trainer" model to cascade knowledge quickly and cost effectively.

Fast-track implementation by **60-80%** using Mambu.

Banks around the world are already launching MVPs in days and new cloud banks in under 6 months thanks to Mambu's:



Cloud-native platform with a single code base and instant updates

Proven APIs that support quick integration with best of breed partners

Composable, no-code environments that empower them to 'configure and go'

## Realise your growth ambitions.

Accelerate innovation and rapidly unlock value with Mambu.