

Accelerate digital transformation with Open Banking APIs

Reach customers via new digital distribution channels with Google Cloud's Apigee API Management Platform

Retail banking is transitioning from face-to-face transactions to online, with **80% of all customer touch points occurring on digital channels**.^{*} This has resulted in customers sharing more data in return for a personalized banking experience and benefits such as reward points. Today retail banks are contending with non-traditional banking competitors.

While the industry is moving to real-time, retail banks must contend with additional challenges due to legacy data and infrastructure. Retail banks must digitize rapidly to remain relevant in this new era.

60% of active banking customers use digital channels^{*}

34% of customers would be more likely to use branches if digital self-service screens were enabled^{**}

67% of banking customers are willing to share more of their personal data in return for new benefits^{***}

Open Banking introduces benefits across the organization

Customer management

Streamline customer service and operations, and personalize marketing with customer segmentation and targeting

New products & services

Unlock new revenue streams by providing best-of-breed financial services with APIs and predictive analytics

Regulatory reporting & compliance

Streamline regulatory reporting, FDIC, BSA, AML, and PSD2 with Open Banking APIs that support compliance

Branch operations

Empower relationship managers and digitalize customer experience

Adopting an API management platform helps banks respond to a range of pressures



Accelerate Open Banking compliance

- Use APIs to authenticate and secure financial communications
- Reduce time to market for new products & features, support regulatory compliance



Facilitate new partnerships

- Enhance the interoperability between traditional banking data with an API ecosystem
- Transform digitally into a network that attracts partner services



Secure services with consistent policies

- Configure the pre-integrated OAuth security framework
- Enable different access models for internal apps or third-party providers



Create a connected customer experience

- Launch new services faster, smarter and with more control over the data
- Uplevel the service provided to developers and partners to create a connected experience

Source: ^{*}McKinsey, [The balancing act: Omnichannel excellence in retail banking](#), January 2019.

^{**}Deloitte, [2019 Banking and Capital Markets Outlook: Reimagining transformation](#).

^{***}Accenture, [Financial Services Study Reveals Shifts in Consumer Expectations](#)

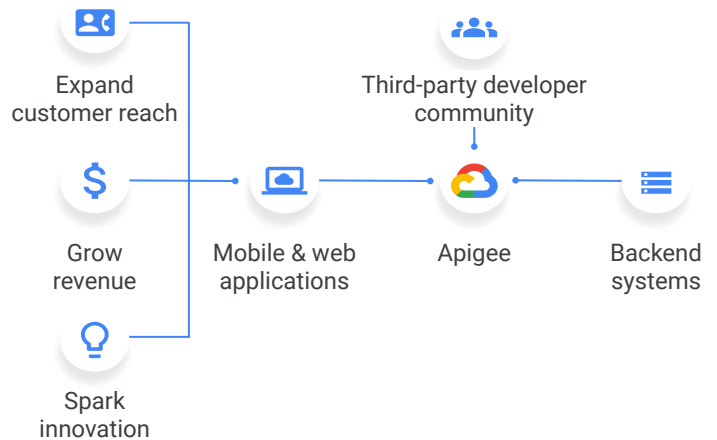
Apigee: Google Cloud API Management Platform

Provides banks with the ability to **help secure services** through transport and application layer security protocols

Supports regulation challenges, including FDIC and AML, which require data from multiple sources by **unifying data formats**

ABN AMRO achieved their 'Bank as a Platform' mission using Apigee

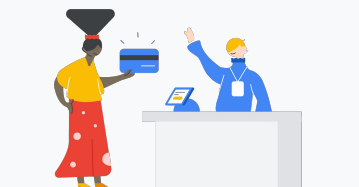
- Gained **6 million users** with a B2B commercial model since launching Tikkie P2P digital payments business
- Named an **award winning developer portal** in Netherlands and Europe
- Created ABN AMRO **multi banking app** for customers to link accounts from other european banks



Payment Services Directive (PSD2) was a trigger in the financial industry, but we looked at the opportunities beyond PSD2 compliance and we found that we could actually improve the customer experience and gain new business models because of open APIs.”

Koen Adolfs, API Banking Product Owner

Customers across the world have adopted Apigee



Ready to start your journey?

Learn about [our solutions for retail banking](#) or [contact sales](#).