**NYMBUS Research Case Study**

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**Overview**

The financial technology revolution is well underway. The traditional way that banks have been operating has been disrupted by the FinTech landscape. Traditional banking, and the issues involved, have led to the rise of financial technology companies to rectify these issues. Since 2012, there has been a dramatic increase in the amount financial institutions have spent on investing in FinTech companies annually. In 2012, roughly three billion was spent on Fintech investment. That number quickly rose to thirteen billion by 2016.

A major sector of finance that has seen a transformation is banking. Digital banking is a movement from the traditional banking methods to a web-based platform. A major FinTech company that has changed the way traditional banks can be a part of the digital transformation is NYMBUS. NYMBUS, is a customer centric platform that allows financial institutions the ability to seamlessly transform their current business into a digital experience. NYMBUS has five smart products that are designed to help financial institutions to compete in a digital era.

**Name of company/ Founders/ Funding**

NYMBUS is a private company that was founded in 2015 by Scott Killoh. Scott has extensive knowledge in the technology industry and his intentions are to disrupt current market landscapes by delivering digital efficiencies. NYMBUS has received three rounds of funding currently valued at 33.4 million. The HQ is in Miami, Florida and they have offices in CT employing roughly 250 people.

**Business Activities:**

**What specific financial problem is the company or project trying to solve?**

Through the SmartLaunch product NYMBUS claims to help current financial institutions generate sustainable new growth through their current charter. Banks are often in need of finding new revenue generators to continue growing. Also, many banks are tasked with finding new deposits for liquidity purposes. The SmartLaunch product is a solution to implement a digital bank in order to generate business growth. The product claims to include operations, debit card issuance and management, compliance, audit control, digital marketing support, and customer service.

NYMBUS also offers a SmartCore product that allows traditional banks to operate on a digital friendly core banking system. Since many financial institutions are relying on a Core system that was designed for a brick and mortar relationship, they find themselves unable to meet the demands of the digital world. The SmartCore platform unifies all required banking functions under one system. In turn, that allows the back-end processes and workflows to be automated and reporting a compliance needs to become instantaneous.

NYMBUS solves three major problems that traditional banks run into when they implement a digital transformation. The first issue is the time that it takes to implement a digital bank. NYMBUS claims to be able to implement a new digital bank within 90 days. The second issue is the risks and compliance regulations that are involved in the transformation. NYMBUS, by using a third party, claims there are not any risks associated. NYMBUS offers a complete fixed pricing per digital experience. They claim to take the ambiguity of the costs out of the transformation so that traditional institutions can price the transformation accurately. The pricing includes all marketing, design, operational, and technical requirements.

**Who is the company's intended customer? Is there any information about the market size of this set of customers?**

The current intended customer is any bank that does not currently have a digital platform and is interested in undergoing the transformation. The current number of banking businesses that are running in the United States is 6,320.

**What solution does this company offer that their competitors do not or cannot offer? (What is the unfair advantage they utilize?)**

Nymbus is a full-scale digital banking platform. It claims to be a digital bank in a box by offering everything a bank would need to establish a stand-alone digital banking platform. From accounting, marketing, operations, and risk management NYMBUS offers everything all in one. This full-scale feature is what sets this FinTech company apart from their competition.

**Which technologies are they currently using, and how are they implementing them?**

The main technologies that NYMBUS uses to create a full-scale digital banking platform is open architecture and APIs. By using open architecture and APIs it allows for a constant innovation by seamlessly integrating new and emerging products and third parties without the outdated middleware costs and time. Many banks use a middleware base for their Core, FinTech companies like NYMBUS eliminate the middleware and allows banks to implement a new digital bank, using a separate Core (using innovative technology like APIs and open architecture), without disrupting the bank’s current customer base. NYMBUS’ SmartCore is one of the only Core interfaces that operate on a cloud-based platform.

**Landscape:**

**What domain of the financial industry is the company in?**

The smartphone has had a major impact on the need for digitization. This is especially apparent in the digital banking transformation. In 2007, the first mobile banking smartphone application was created. In 2009, customers were able to deposit a check by using their smartphone. It was in 2016, with the creation of cloud-based banking, that digital banking has gained momentum.

Many major banks including, Capital One, Goldman Sachs, Union, JP Morgan, and Citi, have either created or acquired a digital bank that coincides with its current banking business. Their intentions are to reach new markets and accelerate deposit growth.

**What are the other major companies in this domain?**

Currently, there are not any direct competitors to NYMBUS. The reason is that there aren’t companies that offer the full-scale digital platform service. Sales Force is a competitor through the offering of CRM (customer relationship manager). CRM helps a financial institution to transform into a digital bank, but it requires an increased workload and resources from the institution.

**Results**

**What has been the business impact of this company so far?**

NYMBUS has helped many banks introduce digital only banks. Centier Bank, PNB, Moxy Bank, Transpecos Bank, and Surety Bank are few banks that have partnered with NYMBUS and its SmartLaunch product to introduce their digital bank platforms.

**What are some of the core metrics that companies in this domain use to measure success? How is your company performing, based on these metrics?**

NYMBUS’ core metric is based on the number of digital accounts they open on the behalf of their banking partners. The more banks NYMBUS partners with the more potential digital accounts they can offer and complete, therefor increasing their revenue.

**How is your company performing relative to competitors in the same domain?**

Since NYMBUS is the only full-service digital platform it is difficult to determine a common metric to compare to competition.

**Recommendations**

**If you were to advise the company, what products or services would you suggest they offer?**

My recommendation to NYMBUS is to implement a technology in which the institution that is looking to go digital can also include part of their current business line into the digital transformation. For example, a bank opens a new digital only bank with the motive to increase revenue and drive deposits, but they also offer credit cards in their non digital business. If NYMBUS could take the entire credit card business and include it into their digital bank that would also help the bank increase revenue.

**Why do you think that offering this product or service would benefit the company?**

NYMBUS makes money based on the number of total customers they attract to the digital platforms of the partnered banks. If banks knew that NYMBUS was able to incorporate some of the current business products into its digital platform more banks would be likely to use their platform to create a digital bank. Therefore, NYMBUS would be able to attract more and more digital customers creating more business and revenue.

**What technologies would this additional product or service utilize?**

For NYMBUS to include a credit card business into their digital platforms they would need the technology of digital underwriting. As of now, NYMBUS specialized in gathering digital deposit products and the technology is not needed to underwrite credit opportunities. With adding this technology non-digital banks would recognize the revenue opportunity that partnering with NYMBUS could provide for their complete business.

**Summary**

Financial services market across the globe are undergoing revolutionary changes in technology. The roles of today’s banks are becoming diminished because individuals and institutions have an opportunity to create better, faster, and cheaper services. Through collaboration and innovation traditional banking institutions will have the opportunities to partake in the digital transformation. Banks will need to challenge the current technology in place and be willing to adjust strategies to compete in the competitive era. NYMBUS, and the innovative products they offer, will help banks move into the quickly changing digital revolution.

Work Cited:

**Videos**

SmartEcoystem (Industry takeover play): <https://vimeo.com/372498847>

SmartAgency (Full marketing agency specific to banking): <https://vimeo.com/366326808>

SmartMarketing (Full marketing platform for banks): <https://vimeo.com/365614142>

SmartOnboarding (Customer onboarding for retail): <https://vimeo.com/364390230>

SmartLaunch (Turnkey digital bank including all of the above live in 90 days with no money down): <https://vimeo.com/363165719>

**Press Releases**

Centier Bank (Billinero): [Press Release](https://nymbus.com/centier-bank-goes-live-with-nymbus-to-launch-billinero/)

BankMD Goes Live with NYMBUS: [Press Release](https://nymbus.com/bankmd-goes-live-with-nymbus-smartlaunch%ef%83%94/)

NYMBUS Licenses NCR’s D3 Digital Banking Platform: [Press Release](https://nymbus.com/nymbus-licenses-ncrs-d3-digital-banking-platform/)

**White Papers**

NYMBUS SmartEcosystem White Paper attached: This is the CEO story of why the pre-bundled banking-as-a-service model is so important.

The Case for Digital-Only Banks White Paper attached: This is why you shouldn’t build a lego set. We already did all the work for you.

**Blogs**

Calling All Financial Institutions: The Way to Offset Digital Disruptors Is at Your Fingertips - [Blog](https://nymbus.com/calling-all-financial-institutions-the-way-to-offset-digital-disruptors-is-at-your-fingertips/)

Financial Institutions Discover Digital Growth & Security with Private Clouds - [Blog](https://nymbus.com/financial-institutions-discover-digital-growth-security-with-private-clouds/)