

INNOVATION STUDIO

Leveraging fintech partnerships to help SMB owners manage not only their bank accounts, but their entire business.

The pace of change and ever-evolving needs and demands of small to mid-sized business (SMB) owners are making it difficult for financial institutions (FIs) to attract, serve, retain, and grow this valuable segment. Once the “go-to” resource for small business owners in the days of “branches only,” community FIs are now challenged to digitally serve and grow these relationships.

By offering SMBs a “fintech ecosystem” of banking-adjacent products within the digital banking platform, FIs can once again be the central place SMBs turn for all their financial needs.

Q2 Innovation Studio: Increasing flexibility and speed of innovation.

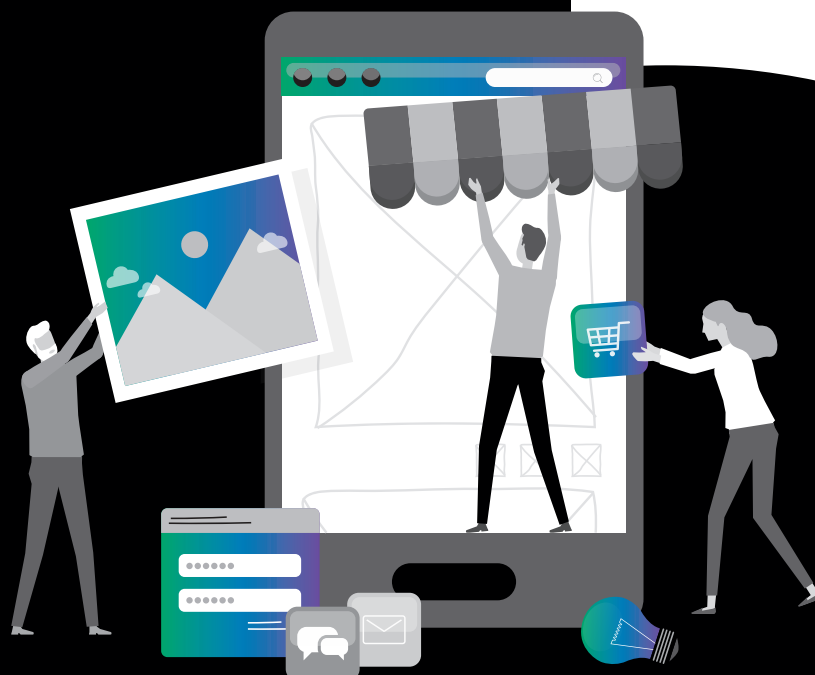
Q2 Innovation Studio allows FIs to personalize the Q2 Digital Banking Platform, integrating their own cutting-edge technology or that of third-party fintech providers. These new features and functions can be quickly and easily added to the Q2 Platform and made available for SMB owners to pick and choose from, depending on their unique needs.

Bottom line: Instead of just helping SMB owners manage their bank accounts, FIs can help them manage their entire business operation, including:

- Accounting
- HR and Payroll
- Payments
- Philanthropy
- And other small business services

This is particularly valuable to an emerging generation of entrepreneurs and gig economy workers who’ve grown up with technology and expect personalized experiences.

Q2



Why Q2?

Partnership and collaboration are mission critical to Q2 and our customers. We work with developers, third-party service providers, banking cores, consultants, and other experts to ensure we're able to offer best-in-class solutions and services to financial institutions, alternative lenders, and fintech companies.

- More than 250 Q2 customers are using at least one Innovation Studio application.
- Marketplace leverages the expansive and highly active digital banking channel to access more than 20 million end users, including 1.75 million small to mid-size businesses, with one single integration through an app-store like experience.
- The Q2 ecosystem opens up access to integrate with 450+ of Q2's financial institution customers—offering scalable go-to-market programs that result in faster, more efficient sales and integration cycles.

How the partnership deployment model works

Partner Marketplace

First, technology providers integrate with the Q2 Digital Banking Platform. Next, FIs choose from these partner solutions and make them available to SMBs in Q2's highly engaged digital banking channel. Finally, SMB owners may browse and purchase these solutions in an app store-like environment found within their digital banking platform. And many of these integrations allow an FI to generate non-interest income by selling valuable software services to their end users.

Featured Partners:

- Ascenum
- Autobooks
- Deluxe HR and Payroll Solutions
- Hurdlr
- Monit
- PayRecs
- Ramp
- Veem

Learn More

By building a safe, secure ecosystem of products that go beyond banking, FIs are able to drive more and deeper engagements, increase the number of products per SMB, improve retention, boost SMB customer loyalty, and generate net new income. Find out how to harness the power of fintech partnerships—quickly and easily adding best-in-breed fintech solutions to your core digital offerings—by contacting us at innovationstudio@q2.com.

“Because we were able to leverage the Innovation Studio, the speed to market was transformational. We started to talk in terms of weeks and months instead of years.”

– Thomas Novak
VP & Chief Digital Officer
Visions Federal Credit Union