

Q2 Innovation Index

1H2025 Digital Banking Release Update

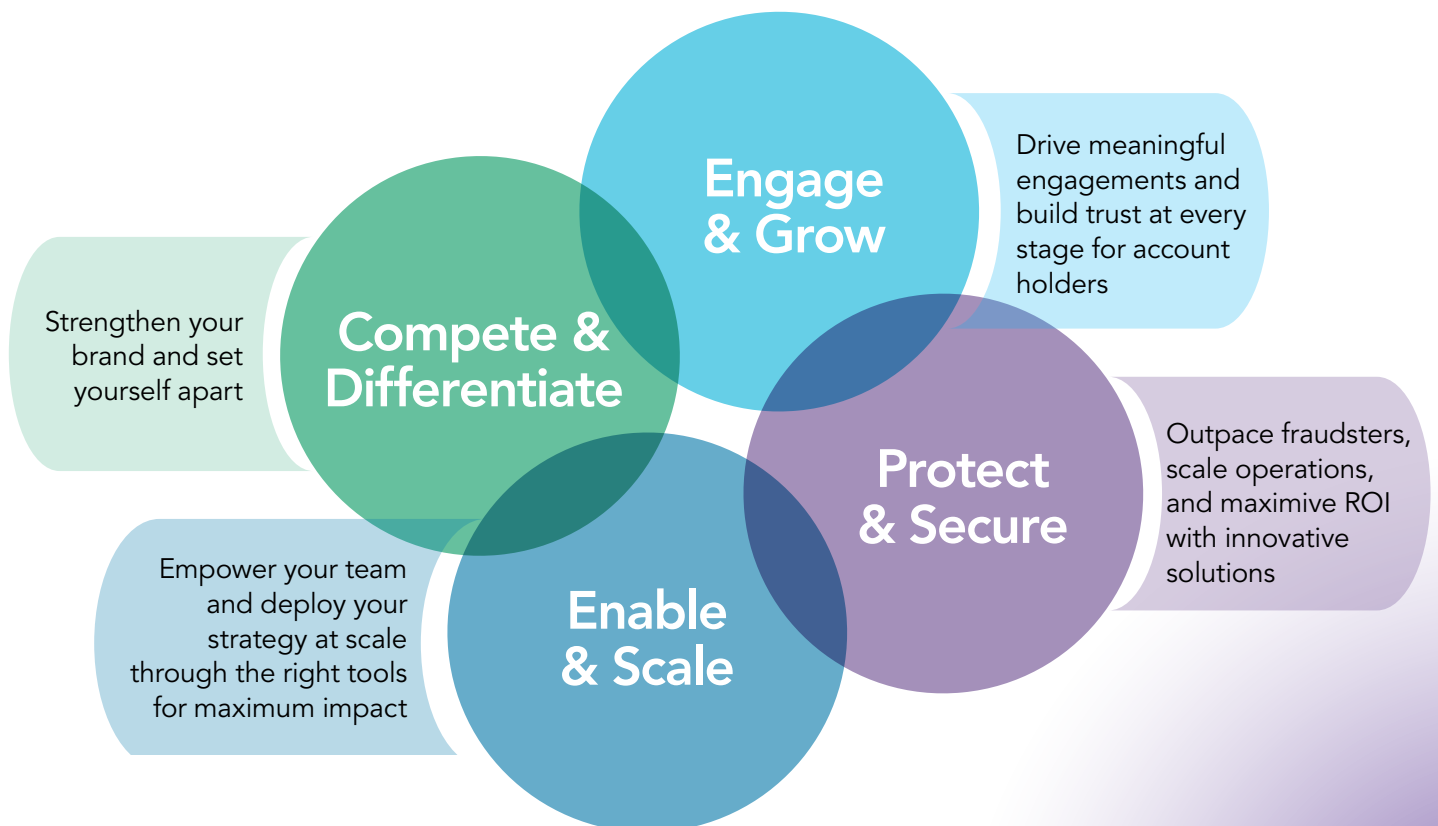
Q2

Q2's Commitment to Transform Digital Banking Through Continuous Innovation

Q2 was founded in 2004 with the goal of empowering financial institutions and strengthening their communities through technology. As we near our 21st anniversary, our commitment to transforming banking—for good—remains as strong as ever. A key part of our strategy is continuously enhancing our digital banking platform. This is supported by our focus on product innovation, including new launches, cloud-driven advancements, enhanced fraud and security measures, and improved efficiencies to accelerate delivery.

At Q2, we demonstrate our commitment to innovation by investing 20% of revenue into R&D. This investment highlights our focus on advancing both the capabilities of our digital banking platform and the speed at which we can deliver impactful solutions.

This document is one example of our ongoing investment in innovation in our existing solutions. It highlights improvements to core features and functionality in our digital banking platform, which are passed on to our customers at no additional cost.



Compete and Differentiate

We continue to focus on ways to help differentiate our financial institutions in markets crowded with new and traditional competitors. Enhancements to Composable Dashboard, Q2 SMART, Information Reporting, and Q2 Innovation Studio empower your financial institution to deliver dynamic personal experiences that are precisely timed to your most valuable audiences.

Mobile Native SDK

The mobile SDK, also known as the Caliper SDK, is a Python module that enables financial institutions and third-party developers to extend the platform to meet the evolving needs of account holders.

- Easily deliver capabilities that go beyond banking.
- Create integrated web forms, extend our APIs, and integrate workflows inside the platform.

SWIFT Reporting

Expand commercial reporting capabilities through additional output in SWIFT formats, including MT940, MT942, and MT950.

- Provide more optionality with reporting capabilities for commercial clients.
- Compete with larger institutions that provide SWIFT report output capabilities.

BAI Format Export Entitlements

Enable financial institutions to manage Control BAI Report Access at the individual user level, allowing the back-office team to precisely control which users can export financial data in BAI format.

- Track BAI output format usage at the user level with enhanced entitlement controls.
- Monetize BAI output format capabilities by controlling feature access for billing purposes.

Deposited Items Image Integration

Allow account holders to access deposited items images within their User Defined Reports.

- Reduce time needed to locate relevant data.
- Eliminate the need to search multiple areas to retrieve information.

Controlled Disbursement Account Reporting

Offers financial institutions and their customers easier access to controlled disbursement reports directly within digital banking, eliminating the need to log into separate systems.

- Integrate controlled disbursement reporting into the digital banking channel to eliminate the need to log into a separate system.
- Streamline the process for controlled disbursement customers by providing report access in one place.

Additional Information Reporting Fields

Give account holders better visibility into their financial positions with additional data fields in balance and activity and user-defined reports.

- Provide enhanced financial visibility with new balances, credit, investment, and summary fields.
- Help account holders gain a more complete picture of their cash position through expanded reporting data.

Composable Dashboard

Customize unique landing pages in your digital banking environment to provide account holders with personalized landing pages and relevant content.

- Create highly personalized and engaging experiences.
- Curate content without coding.
- Tailor dashboards to meet account holders' specific needs and preferences.

Q2 SMART - Audience Builder

Q2 SMART uses behavioral data analytics to help FIs understand and engage their account holders better. Efficiently segment account holders into groups based on 450+ traits.

- Enhance targeting, at scale, through segmented audiences.
- Create unique campaigns and personalized experiences.

Engage and Grow

Innovative account opening and onboarding solutions that build loyalty from Day 1 empower financial institutions to guide account holders to engage and complete the tasks most important to your institution. To provide the optionality necessary to help meet your financial institution's specific goals, we offer account opening functionality through the Q2 Innovation Studio partner ecosystem. We're also helping efficiently drive engagement and position your institution as a trusted resource with enhanced household money management and secure, operationalized money movement functionality.

Frameless Content Blocks

Frameless content blocks provide a clean, modern interface that enhances the account holder experience. Create custom frameless content blocks with the SDK and quickly add them to personalized landing pages with Q2 Experience Builder.

- Create seamless and intuitive content blocks designed specifically for your institution and account holders.
- Deliver easier navigation and better experiences within your branded digital banking environment.

Mobile Universal App Links

Seamlessly link to specific content through our Q2Mobility apps via Universal Links (iOS) and App Links (Android) on mobile devices.

- Deliver quick access to information on mobile devices.
- Reduce friction for account holders to easily navigate to relevant content and pages.

Mobile App Clips

Enable account holders to access third-party app clips (iOS) and instant apps (Android) directly from within the Q2 mobility app, even before authentication.

- Complete tasks instantly without the need to download or install a full app, saving time and storage.
- Discover relevant apps immediately at the moment they are needed, enhancing account holder convenience and efficiency.

Q2 SMART

Leverage behavioral analytics for targeted marketing with newly released traits, including:

- First Login Date - Track first login dates to segments based on an account holders initial digital banking engagement for more personalized marketing.
- Conversion Value Field - Assign a monetary value to each conversion to measure campaign ROI and optimize spend.
- Insight Traits - Tag survey responses with insight traits to enrich customer profiles and enable more targeted marketing actions.

Enable and Scale

Focus on back-office efficiencies essential for growth. Innovations in this area will further empower financial institution back-office teams and allow them to access all necessary tools in one place, saving time, money, and resources. Primarily, this involves development to sunset Q2 Central by year-end 2025 and migrate all its functionality to Q2 Console. While the goal is a like-for-like transition, opportunities to enhance and improve functionality where feasible are also being identified.

ACH (No Offset Workflows)

Allow users to bypass the requirement to select an account during creation of an ACH transaction.

- Reduce setup complexity in ACH actions.
- Improve ACH workflow when processing unbalanced NACHA files.

Console Landing Page

Streamline operations by empowering FI back-office talent to easily manage the digital banking experience with centralized access to Q2 products.

- Aid contact center representatives with validation of end users.
- Deliver one time passcode via existing Secure Access Code target from within the Q2 Console interface.
- See history and verification status with auditable actions.

Self-Service

Self-service is a tool designed to help financial institutions create personalized and engaging digital experiences.

- Theme Picker - Allows FIs to select and edit individual themes through cards that will show things like colors, background images, logos, etc. giving the FI the ability to define their brand.
- Colors & Asset Theming – FIs can modify the primary, secondary, and tertiary colors using the color editor allowing them to align to their brand.

Default Subsidiary Visibility Enhancement

Improve transparency in user profile management by displaying default subsidiary information to CSR users and administrators.

- Provide clear visibility that the user profile acts as a subsidiary, even without additional subsidiary accounts.
- Help CSR teams and admins better understand account structure and hierarchy.

Console Reports

Enhance and centralize access to reporting capabilities.

- Generated Reports is the Q2 Console solution for Digital Banking data delivery. Support AWS audit migration to Snowflake with audit reports, one of the first reports available in Q2 Console.
- Customer Classification Report provides a breakdown and visualization of the FI's customer base.

Transaction Queue

Interface to every transaction in the system regardless of status to provide an enhanced UI to back-office teams.

- Quick navigation to User Management for additional research.
- Easily search and filter UUX generated Transactions available in Q2 Console.
- Seamlessly sort, reorder and add additional columns for customized views.

Protect and Secure

Fraud prevention remains a critical focus for financial institutions seeking to stay ahead of evolving threats, scale operations efficiently, and optimize the effectiveness of their fraud strategies. Recent updates to Q2 Sentinel and Q2 Patrol enhance detection accuracy and provide tailored security measures to mitigate risk. These innovations are designed to help financial institutions outpace fraudsters, deliver scalable solutions, and achieve measurable ROI on fraud prevention investments.

SSO Protections with Q2 Patrol

Enhance security for third-party workflow link-outs by applying MFA or blocking actions from suspect sessions, safeguarding against Zelle and bill pay fraud.

- Provide adaptable and robust protection with configurable risk controls to tailor friction levels for different account holder groups.

Block an Action with Q2 Patrol

Add additional layers of friction and configurable risk controls.

- Ensure better security and resilience without compromising flexibility with tailored levels of interdiction to different account holder groups.

Refactored Risk Scoring with Q2 Sentinel

Enhance fraud detection with expanded decision inputs, including password and login name changes, reducing false positives.

- Scalable machine learning architecture delivers quicker protection, improved uptime, and better performance.

For more information, go to Q2.com or call (833) 444-3469.