## **Commercial Banking is a Journey**

Commercial banking has been a fragmented, frustrating experience for clients—they've faced different relationship managers for loans and deposits, disparate systems for online and mobile banking, and in-branch and digital experiences that aren't connected. And to top it off, they see fintechs bringing innovative technologies to the market that their financial institutions (FIs) are failing to provide them.

The right digital banking and lending technology can offer a unified, seamless client journey while improving staff interaction and efficiencies. Connected, data-driven products at every step of the journey are the catalysts for effective relationship banking into the future.



Manage Relationships

Understand Client Needs through Data Deepen Relationships

Compete and Win

40<sup>+</sup><sub>Days</sub>

Onboard

**New Clients** 

to onboard Treasury Management is unacceptable.

Seamlessly and quickly transition a prospect to a customer in minutes using Treasury Onboarding. of businesses at large banks agreed that they would consider changing banks if offered a significantly better business online system.

Gain more businesses. Along with traditional banking, provide a range of solutions to help businesses operate and solve problems for specific segments and verticals through Tailored Commercial Solutions.

360° view

of clients are possible, thanks to data and analytics.

Use data and analytics to aid interactions and determine pricing, target offers, ensure better fraud protection, and better determine areas where you can improve your operations.

of businesses are willing to pay or would consider paying for bank products that save time and increase convenience.

As the relationship evolves, offer new products, services, and experiences to solve new client challenges. Do so with a highly scalable platform geared for speed and ease of use and backed by rich data analytics to better serve commercial clients.

of FI commercial relationships are loan-only.

Offer more commercial solutions and grow. Your sales teams can optimize value for clients with relationship pricing, automated risk assessments, and more.

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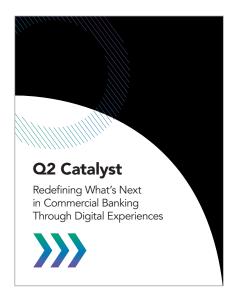


## **Q2** Catalyst

## A new approach to commercial banking

## What is it?

A comprehensive portfolio of Commercial Banking digital solutions that, combined with Q2's deep industry expertise, help banks and credit unions identify how and where to scale their digital Commercial Banking offerings. It solves the challenge of constant change by providing Fls with a portfolio of scalable, individual solutions that enable best-of-breed experiences across the end-to-end Commercial Customer Journey. For Fls, this means optimized relationship value, seamless and efficient onboarding, custom-tailored engagement solutions, and the capability to further relationships.



Learn more about today's integrated commercial office through Q2 Catalyst.

Download Redefining What's Next in Commercial Banking through Digital Experiences.

