

## PRODUCT OVERVIEW

# Q2 FIs: Deliver customer experiences your way

### Need to Knows if your FI is ready to put Composable Dashboard to work:

- There is **no fee** to move to Composable Dashboard
- Additional fees may apply because of implementation time associated with updating navigation.
- There are prerequisites to implement Composable Dashboard capability. Please contact your CSM/RSM for further details.

Q2's financial institutions (FIs) have asked for more control of their digital banking customer experience.

We've listened, and now offer Composable Dashboard—a new Q2 digital banking landing-page architecture that displays FI-selected content. Composable Dashboard gives our FIs the ability to curate unique digital user experiences, differentiating their institution and aiding brand growth.

Composable Dashboard is highly flexible. You'll be able to easily curate experiences and select content relevant to your account holders—in other words, you make your own decisions on what content to include and the priority for it to be displayed. The system will resolve the best, highest placement based on their configuration.



## KNOW

- Building audiences at scale
- Using traits and data

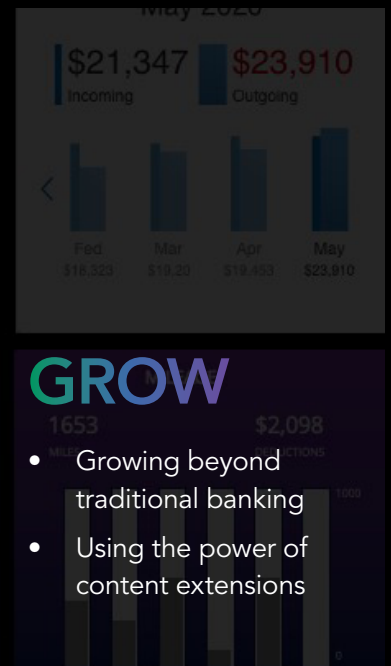
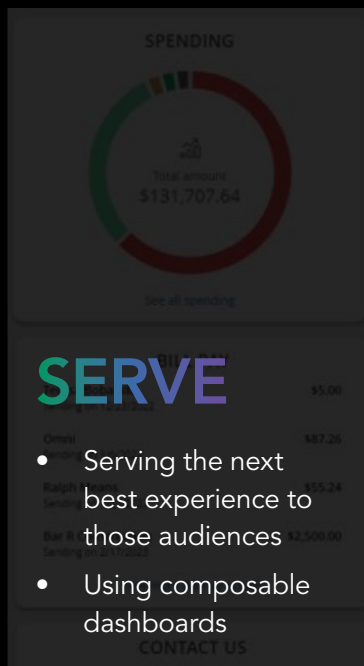
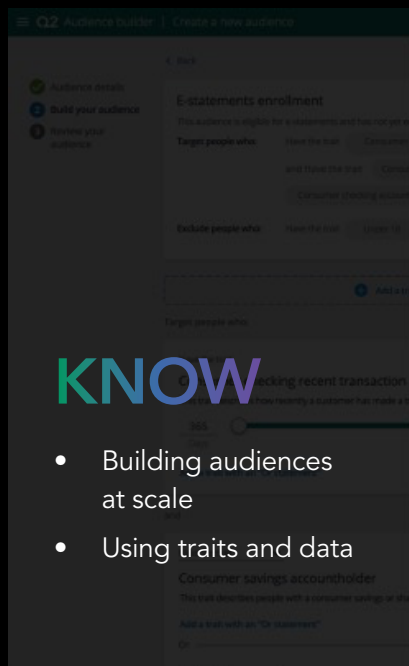
## SERVE

- Serving the next best experience to those audiences
- Using composable dashboards

## GROW

- Growing beyond traditional banking
- Using the power of content extensions

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## Benefits

A Q2 FI will be able to do a lot to bring exceptional experiences to their account holders. No matter whether your FI is small or large, you can:

- Deliver content that has never had a presence on the landing page before and Recent Activity, a summary of the most recent transactions across all accounts.
- Place content from any source on equal footing—Q2, FI, or vendor.
- Distinguish themselves from other FIs—including Q2 FIs.
- Show the value of their digital banking products and services.
- Create landing page calls-to-actions to enroll in a feature such as Bill Pay will drive feature enrollment and ongoing usage.

And equally beneficial, there will be **no more need for project slotting or support cases** to make changes to your digital experiences. This phase does not deliver self-service tools.

## Features

- Powered by Q2 Config's Experience Builder which provides a no-code configuration ability.
- Action Links, also referred to as Quick Links, are quick and easy to set up via Q2 Config.
- Content blocks provide easily consumed tidbits of information to actively engage users in their finances.
- Innovation Studio partners are adding to the growing library of plug and play content for the dashboard.
- SDK content is no longer limited to specified outlets on the landing page.
- The presentation of Contextual PFM shifts from text links to a data visualization providing a summary of their total spend month-to-date and spending habits.

**For more information go to [Q2.com](https://Q2.com) or call (833) 444-3469.**

## What's Ahead

### Dynamic Personalization

The Composable Dashboard also sets the foundation for our future phase of Dynamic Personalization. This introduces the ability to leverage user attributes, or traits, to dynamically alter the dashboard. Users will belong to multiple user segments at any given time and flow in and out of them throughout their financial journey. It is the potential combinations of these segments, or audiences, which will deliver dynamic and personalized experiences.

