

Financial Services Spotlight Service

A Spotlight Service Complementing the Enterprise Technology Service Area Package

Enhance your go-to-market by effectively understanding the technology opportunities and requirements of the financial services industry.

“ Retail banks will spend \$146.8 billion on ICT in 2021, with digital transformation a primary driver for continued spending despite economic challenges in post-COVID world. ”

Daniel Mayo
Senior Research Director

Financial Services Spotlight Service

A Service Complementing the Enterprise Technology Service Area Package

HOW OMDIA HELPS YOU

- Maximise your market impact, by using Omdia’s independent research to understand exactly what is driving IT investment agendas at a country and regional level in the financial services industry
- Benchmark against your competition, with independent verification of the market leaders, challengers and followers in Omdia’s Decision Matrix series

THE MARKET CHALLENGE

- How are financial institutions, across banking, payments, financial markets, and insurance, changing their technology spending and investment priorities in response to the post-COVID landscape?
- How are institutions responding to the opportunities and threats posed by open APIs, FinTech and artificial intelligence?
- Where are institutions in their digital transformation strategies, and what are the resulting investment priorities over the next five years?
- How are institutions balancing the requirements of legacy modernization, creating new digital capabilities, security, modernizing the workforce, and adopting cloud services?

Retail banking technology spend by business function, 2020



Financial Services: Deliverables



ICT SPENDING FORECASTS

—Annually—

Global 5-year projections for IT spending by industry and line of business across financial services, segmented by country and by technology type or business function



BANKING CONTRACTS TRACKER

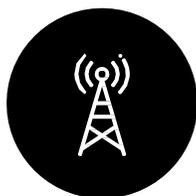
—Quarterly—

Understand investment activity trends by solution area, covering channels, core, payments, and risk & compliance across region and vendor



REPORTS

Strategic reports covering key technology strategies across sector including open APIs, financial crime, real-time payments, IoT, digital platforms, and digital transformation



TRENDS TO WATCH

—Annually—

Understand key business and technology trends driving investment priorities for upcoming year, covering banking, payments, and insurance



OMDIA UNIVERSE

Analysis of the leading vendors solutions in key areas



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Financial Services - Themes

Financial services IT strategies and priorities for the in-pandemic world

- Technology prioritization shifts for 2021
- Acceleration of digital programs
- Impact of COVID on digital transformation roll-out
- IT cost management and role of IT in business cost management

Digitizing processes for customer engagement in banking and payments

- Moving digital servicing to customer engagement
- Automation of client servicing in payments
- Digital origination and servicing in banking

Employees platforms for digital-led omni-channel strategies

- Changing role of branch, contact center and operations employees in supporting video, chat, and other electronic communications to interactive teller machines, mobile and online banking channels
- New role of mobile and ITMs in driving branch strategy
- Customer engagement and banking employee platforms for digital age

Enterprise transformation and modernization

- Role of open banking and ecosystems for new business models
- Platformification
- Target environment for legacy modernization

Implications of shifting payments and open finance

- Impact of new ways to pay and the shift from cash and card
- Marketplace strategies for open finance
- Digital currencies and blockchain

Impact of AI and Machine learning across value chain

- Realities of AI in supporting fraud and financial crime
- Role of AI and ML in customer platforms and new business models
- Potential for AI and ML across the enterprise

Financial Services: Market Opportunities & 2021 Coverage

Market Opportunity

While many of the challenges facing today's market incumbents are not new, today's market landscape has set the scene for considerable disruption. Across the retail banking, insurance and payment industries, the combination of regulatory changes, industry convergence and disruptive technologies represent both an opportunity for change and significant risks from inaction.

Key Trends Tracked

- Open APIs, digital banking, and disruption
- Delivering enterprise transformation
- IoT Insurance 2.0
- Monetizing the investment in real-time payments
- The opportunities in emerging markets

New for 2020

Detailed insight into the opportunities, risks and industry change that is being driven by initiatives such as open banking and real-time payments

New Omdia Decision Matrices for key buying areas such as Digital Experience Platforms in retail banking

In-depth analysis of the potential operational benefits that insurance carriers can enjoy from investing in artificial intelligence (AI) technologies and IoT

Financial Services: Market Data

Technology Spending Forecasts

Market sizing and forecast of line of business technology

DETAILS

Frequency: Annual

Industry segments:

- Retail banking
- Corporate banking
- Payments
- Financial Markets
- Insurance
- Wealth management

Regions

- 20 key markets, plus regions

Measures

- Technology – infrastructure, applications, communications, consulting, IT services, & internal
- Business function – line of business specific technology, e.g. branch, digital banking

COVERAGE

- Historic and future technology spending by industry, sub-industry, and country.
- Full global, regional, and sub-regional views
- Harnesses primary research with over 2,000 financial institutions annually

ICT Enterprise Insights – Financial Services & Payments

Insight reports based on granular primary research with financial services ICT executives

DETAILS

Frequency: Annual

Industry segments:

- Retail banking
- Corporate banking
- Financial Markets (buy & sell-side)
- Insurance
- Payments (+ Merchants)

Regions

- 60+ countries

Measures

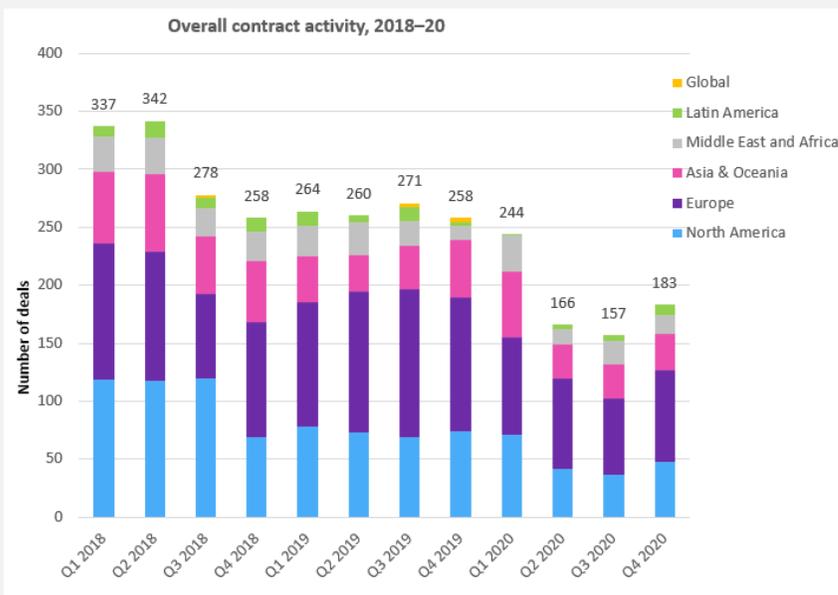
- Technology budget allocations
- Digital transformation
- Industry-specific IT investment prioritization
- SaaS, AI, and technology adoption

COVERAGE

- Omdia reports utilizes primary data from Omdia's ICT Enterprise Insights program
- This includes interview with over 2,000 financial institutions, across retail banking, wealth, payments, insurance, and financial markets
- Program looks at technology investment priorities and drivers for next 18 months

Banking Software Contracts Spotlight Service

The definitive guide to banking software deals shaping the financial services industry.



Total Banking Software Contract Deals

HOW OMDIA HELPS YOU

- Analyze over 11,000 contracts for 550 vendors across 34 technology categories globally
- Comprehensive and consistent structured data for tracking bank platform investment and each announced contract
- Enables you to track leaders, winners and investment trends
- Actionable intelligence that supports your decision-making from trend analysis to client engagement
- Understand the current platform portfolio of a specific institution

KEY QUESTIONS ADDRESSED

- What are the trends in banking software by vertical, market and geography?
- Which vendors are winning major deals?
- Which solution areas are banks making the strongest technology investment in?
- Which business functions are financial institutions prioritizing their system upgrades in?
- How successful are your competitors in winning new business and with which banks?
- How have deal activity levels changed compared to historic norms?

New for 2021
Updated taxonomy tracks all software deals in open banking, real-time payments, artificial intelligence and blockchain.

Banking Software Contracts: Market Tracker & Report

Banking Software Contract Analytics Market Tracker

Omdia's analytic tool tracks all publicly announced banking software deals. Updated frequently, the tool currently contains more than 12,000 contracts and more than 1000 vendors across 46 technology categories globally.

DETAILS

Frequency: Monthly

Measures

- Vendor
- Product Name
- Deployment
- Primary System Area
- Sub-system Area

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific (China, Japan, Rest of APAC)
- Caribbean and Latin America (including Mexico)

Banking Software Contract Deals

- Type (selects, upgrades, go-live)
- Market segment (commercial banking, credit unions, investment management, money remittance, retail banking, wealth management/private banking)

Deployment (license, SaaS, hosted)

Primary System Area

- Channels
- Core Banking
- Investment Management
- Operations
- Risk and Compliance
- Securities Processing
- Payments
- Treasury

Banking Software Contract Activity Report

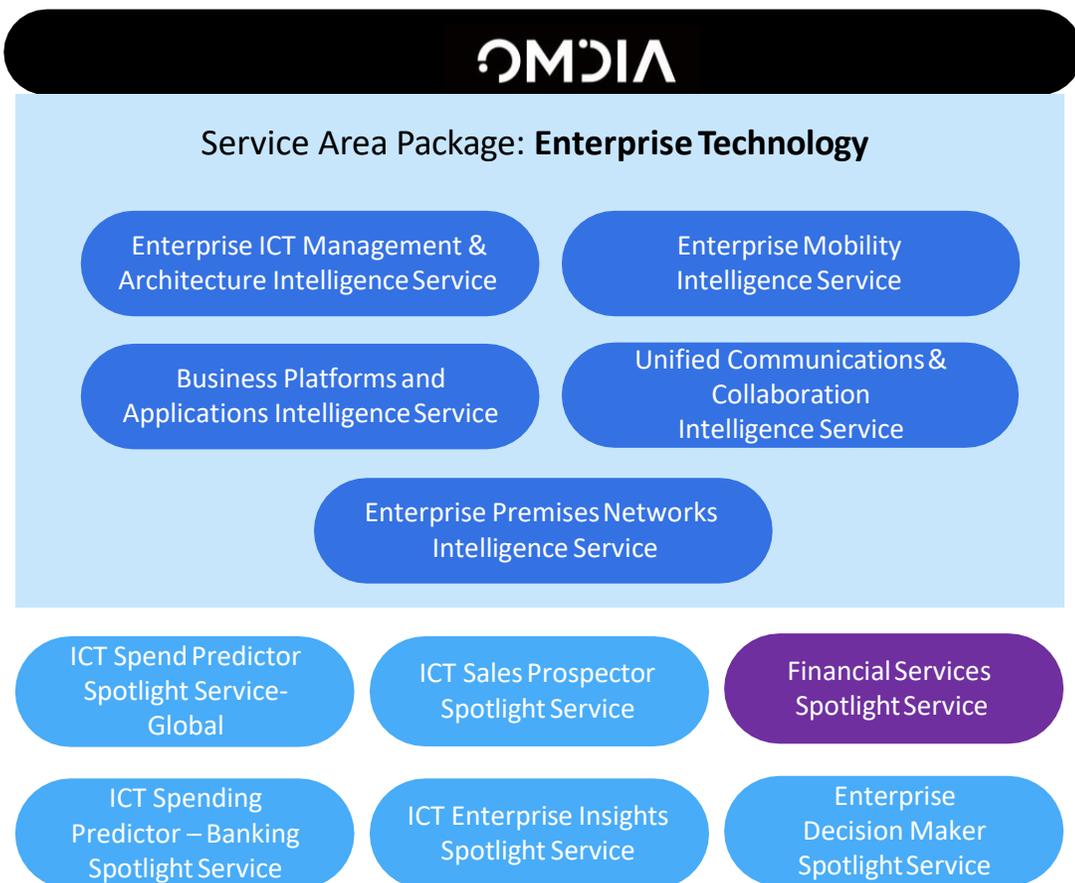
Using data from Omdia's Banking Software Contracts Analytics tool, this report provides analysis of banking technology investment based on contract activity announced over this period.

DETAILS

Frequency: Quarterly

Analysis of banking new selection and overall deal activity trends from over the quarter with drill-down by solution and region. Provides insights into emerging trends and picks the important vendor flagship wins.

Related Content: Enterprise Technology Service Area Coverage



About Omdia's Enterprise Technology Research

World-class coverage of enterprise ICT strategy, platform evolution, and ICT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector's ICT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia's robust data tools that provide insight into enterprise ICT spending, contract procurement and decision making.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [omnia.com](https://www.omnia.com)

Customer success

E: customersuccess@omnia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.