

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 \$158.6 billion on IT in 2022, with digital transformation continuing to be the primary driver for all business functions within the organization. ”

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



NEW ENHANCEMENTS

- **Banking IT Spending Predictor:** Function-specific technology spend insight into the top 1,000 retail and 400 corporate banks.
- **FinTech Tracker:** A monthly tracker providing a comprehensive overview of 250 FinTechs globally with detailed analysis into the top 50 including revenue, client base and future strategy.
- **Omdia Universe:** Cloud-based Core Banking and Digital Banking Platforms reports.

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

Delivering legacy modernization and innovation

Delivering rapid innovation has always been a challenge for large banks with complex legacy systems impeding speed of change and driving long testing cycles. While banks have developed digital platforms to support more rapid innovation at the front-end, banks are now looking to consolidate and modernize their back-office platforms, looking at the potential of cloud to accelerate plans. Banks now need to drive both experience and product innovation.

Digital customer experience in omnichannel strategy

The pandemic has accelerated previous channel strategy trends in banking, dramatically changing the role of the branch, as well as ATM and contact center. While digital channels have become paramount, the need to integrate employee interactions into these has also accelerated, through video, chat, and voice. Institutions need broader omnichannel digital platforms that can manage customer engagement and orchestrate business processes across channels, operations and account management functions.

Security, fraud, risk & compliance

Financial crime remains an ongoing issue for the sector, with synthetic ID, authorized push payments, data breaches, and ransomware attacks growth challenges for industry. Banks need an array of approaches across authentication, analytics and education to protect both customer and themselves from actual fraud losses and reputation damages from financial crime.

Embedding AI and automation in the new way we work

The pandemic has driven permanent shifts in working practices for most institutions, with workers returning to hybrid remote and office-working, which IT need to support to deliver a consistent experience. However, it has also driven re-examination of working practices in general, redefining what is normal management practice of both people and platforms, for example what is the requirement for large contact centers when chatbots can address most queries, while remote agents can deal with advanced problems. Institutions will increasingly look to embedded more intelligence automation into process, freeing people to focus on more complex tasks, leading to redesign of business processes and working practices.

Digital currencies and embedded finance

While volatility in the value of cryptocurrencies has driven a primary focus on these currencies as investment vehicles to date, the movement by central banks to create digital currencies creates the potential for digital currencies to become a true part of the payments landscape. With the impact of real-time payments and shift from POS to eCommerce already changing traditional card dominated payment, innovation is becoming increasing critical for acquirers and issuers, will developments in embedded finance at point of sale maturing

Financial Services: Market Opportunities & 2022 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 CBDC and cryptocurrencies

New for 2022

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

New Omdia Decision Matrices for key buying areas such as Core Banking Platforms

Banking IT Spending Predictor: Function-specific technology spend insight into the top 1,000 retail and 400 corporate banks.

FinTech Tracker: A monthly tracker providing a comprehensive overview of 1000 FinTech's globally with detailed analysis into the top 100 including revenue, client base and future strategy.

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

IT Enterprise Insights – Financial Services & Payments

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

DETAILS

Frequency: Annual

Industry segments:

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

Regions

- 60+ countries

Measures

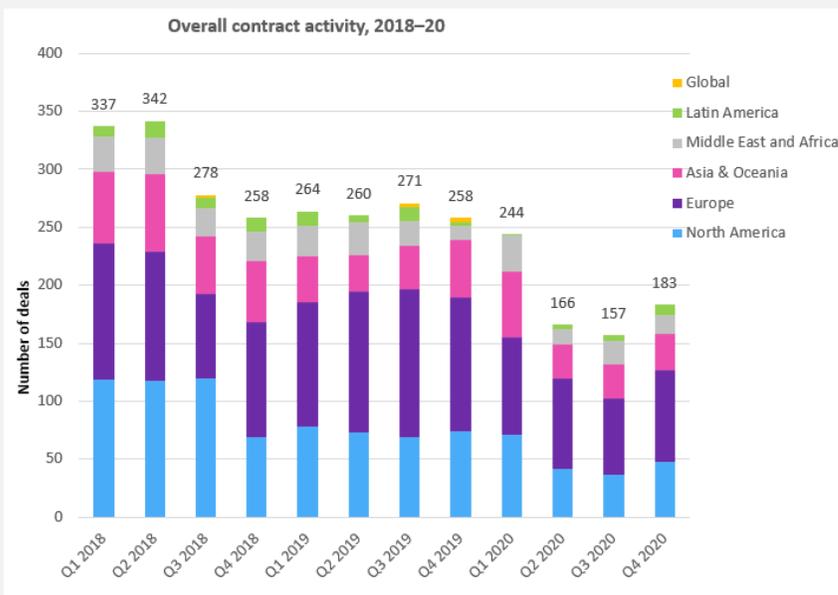
- Technology budget allocations
- Digital transformation
- Industry-specific IT investment prioritization
- SaaS, AI, and technology adoption

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 Tracker

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 2022
 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.

Banking Software Contracts Tracker allows you to prioritize and evaluate targets based on institution-specific solution spend

IT spend for leading 1,000 retail banks and 400 corporate banks globally



5 REGIONS
North America – South & Central America – Europe – Asia Pacific – Middle East & Africa



50 COUNTRIES
Argentina – Australia – Austria – Bahrain – Belgium – Brazil – Canada – Chile – China – Colombia – Czech Republic – Denmark – Egypt – France – Germany – Greece – Hong Kong – Hungary – India – Indonesia – Ireland – Israel – Italy – Japan – Kuwait – Malaysia – Mexico – Morocco – Netherlands – Nigeria – Norway – Philippines – Poland – Portugal – Qatar – Russia – Saudi Arabia – Singapore – Slovakia – South Africa – South Korea – Spain – Sweden – Switzerland – Taiwan – Thailand – Turkey – UAE – UK – US



4 TIERS
\$100bn+ assets – \$50bn+ assets – \$10bn+ assets – \$1bn+ assets



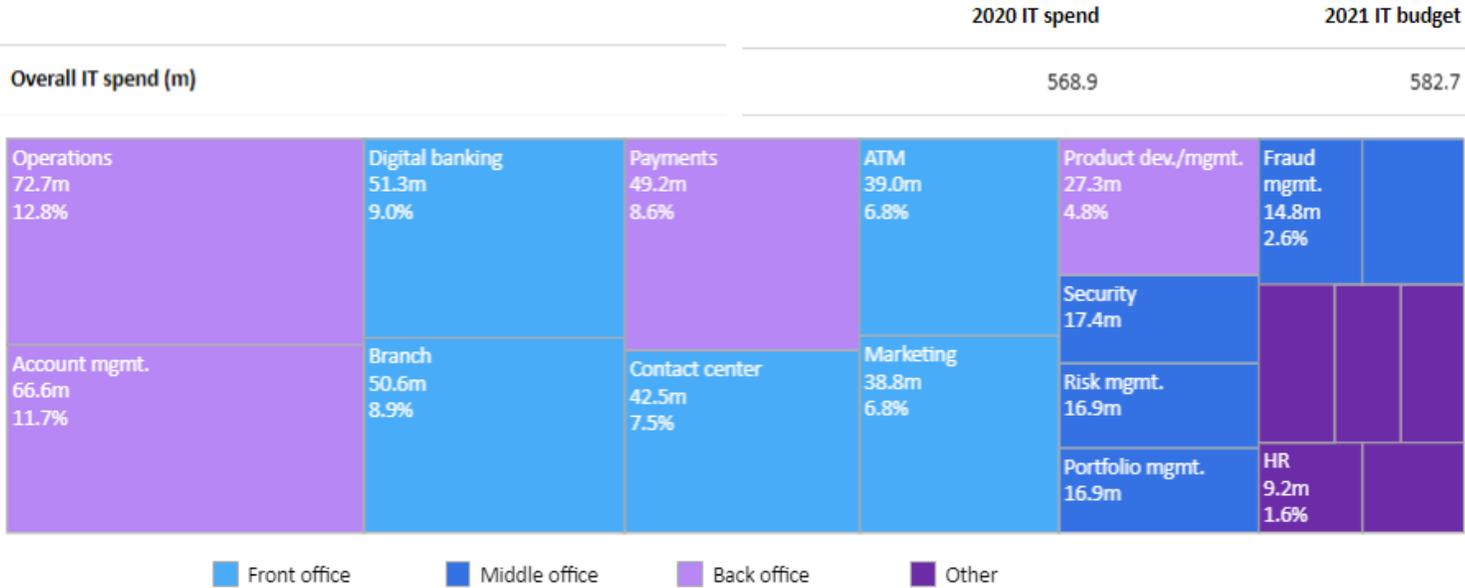
21 BUSINESS FUNCTIONS
Account management – ATM – Branch – Collateral Management - Compliance – Contact center – Digital banking – Finance – Fraud management – HR – Marketing – Operations – Payments/Cash management – Portfolio management – Procurement – Product development/management – Risk management – Sales/Relationship management - Security – Strategy - Treasury

**Corporate banking only*

***Retail banking only*

Institution Lookup – find and determine spending for target accounts

IT spend/
budget
2020 &
2021



Treemap of
spend

Find
institutions by
name, size,
region,
country

Table of company spend
by location & business
function

All spend/budget values are in US \$m, %

Location +	IT spend	% of total spend
Front office	222.1	39.0%
Middle office	80.7	14.2%
Back office	215.7	37.9%
Other	50.3	8.8%

Extract chart
or table as
image or CSV
file

Related Content: Enterprise Technology Service Area Coverage



Service Area Package: Enterprise Technology

Enterprise ICT Management & Architecture Intelligence Service

Enterprise Mobility Intelligence Service

Business Platforms and Applications Intelligence Service

Unified Communications & Collaboration Intelligence Service

Enterprise Premises Networks Intelligence Service

ICT Spend Predictor Spotlight Service-Global

ICT Sales Prospector Spotlight Service

Financial Services Spotlight Service

ICT Spending Predictor – Banking Spotlight Service

ICT Enterprise Insights Spotlight Service

Enterprise Decision Maker Spotlight Service

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:



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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.