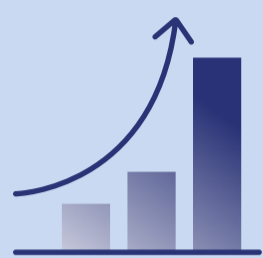


The Rise and Rise of Banking-as-a-Service

Banking-as-a-service (BaaS): the provision of complete banking processes as a service from API-based, cloud-native platforms that use a licensed bank's infrastructure to deliver a financial service at the point of customer need, i.e. embedded finance.



\$3.6trn

the BaaS market is set to grow significantly by 2030



BaaS deconstructs the old, traditional FS model and places its building blocks in the hands of a wider range of stakeholders



The value chain

Brand or consumer of BaaS

BaaS provider

License holder



BaaS has accelerated in the past 3 years

92%

say BaaS is a faster way to bring products to market than building in-house

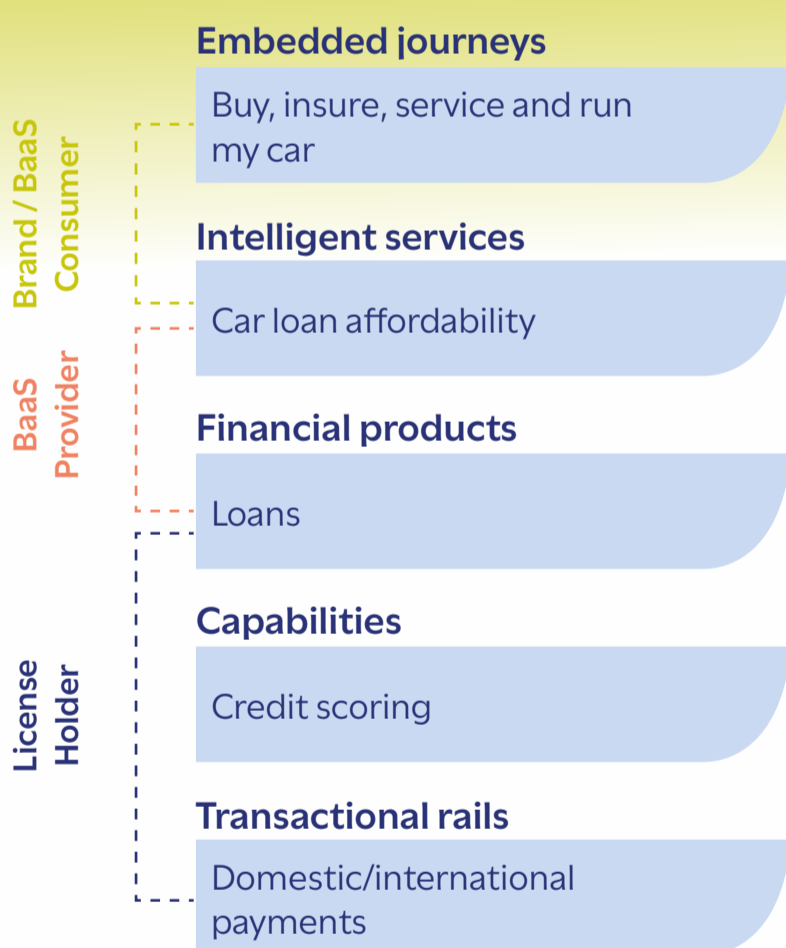
80%

say BaaS is a way to extend reach into new geographic markets instead of building in-house

76%

of respondents say more likely to use BaaS as a route to market since COVID-19

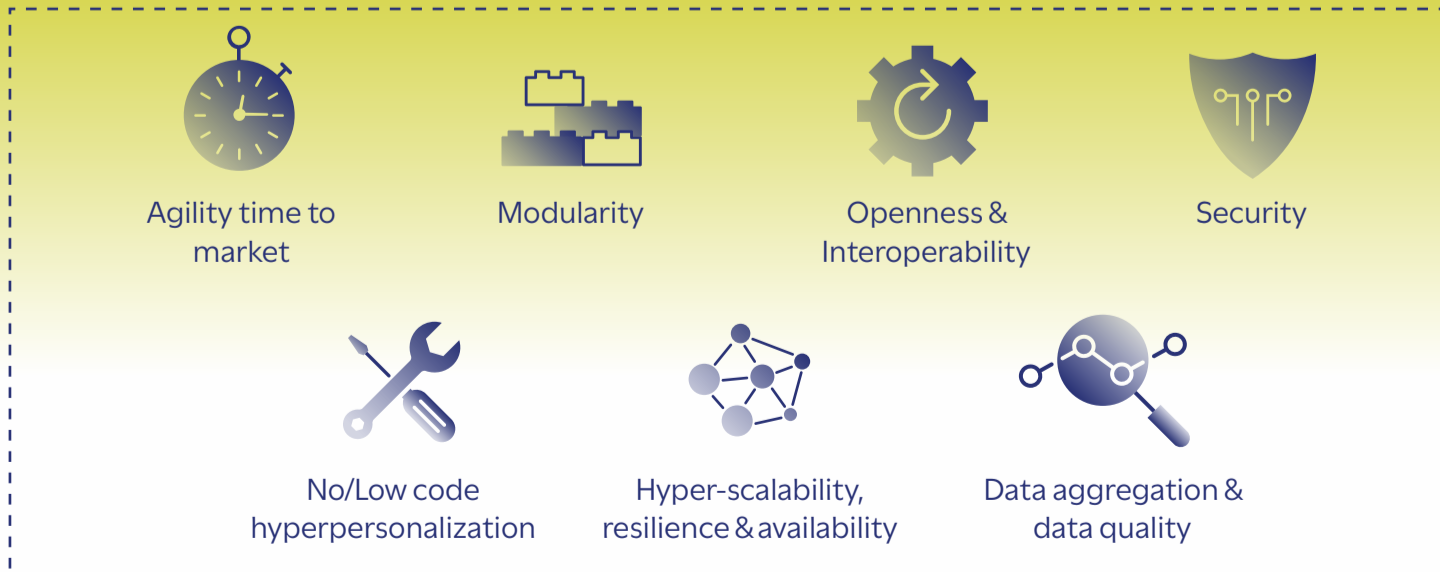
The BaaS stack – an example



Banks see BaaS as a way to complement their core offering, but for some, it is becoming just as important.

Technology characteristics to support BaaS

Software-as-a-Service (SaaS)



To compete in this brave new world of BaaS, digital transformation is an **imperative**, not a choice.

