

Open Banking

The Transformative Framework Elevating
Customer Experience and Creating Unprecedented
Opportunities for Growth

by the IGXGlobal Team



Contents

A New Era of Banking

Enhancing Customer Experience

- *Customer-First, by Design*
- *A New Approach to Traditional Use Cases*
- *Embracing the Open Banking Revolution*

Navigating the Road Ahead: Finding the Right Partner for Success



A New Era of Banking

It's been decades since the banking industry embraced the Internet and migrated essential services online. In the early days of the technology, the concept of online banking was, for many, inconceivable from a security standpoint. However, the guardrails and governance put in place to ensure the success of this technology have seen online banking become the norm.

Now, a new trend is emerging that marries the modern technology ecosystem with consumer expectations. Open Banking is an evolving process that streamlines transactions pioneered by the UK government's Competition and Markets Authority (CMA) but has since been leveraged by around 30 other jurisdictions.

The purpose of Open Banking is to enable regulated financial institutions, through a secure and acutely governed architecture, to access and take payments from customer accounts directly with prior authorisation from the stakeholder. Today, close to 50% of small businesses in the UK and over four million consumers use Open Banking services.*



Today, close to 50% of small businesses in the UK and over four million consumers use Open Banking services.*

There are various benefits to adopting an Open Banking system. These include sustainability gains by minimising the output of resources through more streamlined processes. A focus on cybersecurity by design ensures assets and data are consistently protected. Adopting secure, agile, and open banking principles builds resilience, reliability, and trust. At the same time, a dedication to employee well-being demonstrates a strategic investment that recognises the fundamental relationship between employees and an institution's overall health and adaptability.

However, the most significant benefit of Open Banking is the degree to which it enhances and transforms the customer experience. It is this outcome that we will focus on in this whitepaper.



* Source: gov.uk | [Update on Open Banking](#) article

Enhancing Customer Experience

A commitment to enhancing customer experience is a central theme of Open Banking. The ultimate aim is to transform how services are delivered, shifting priorities to ease of use, transparency, speed, and cost-effectiveness.

Open Banking drives innovation in customer service, providing FSIs (Financial Service Institutions) the opportunity to transform the banking experience with intuitively designed banking apps, faster, more transparent transactions, and more.

Customer-First, by Design

Open Banking in the UK and beyond has triggered a wildly new approach to customer experience in the FSI. This transformative approach closely aligns services with consumer behaviours, needs, and expectations.

Central to the ethos of Open Banking is customer empowerment, giving consumers the control they need over their financial data and the choice to decide how it's used. And this emphasis on empowerment is cemented by policy.

Recently, recommendations have been made to create a governance structure committed to the interests of consumers and small businesses that use Open Banking frameworks. The aim is to ensure a transition from a system that favours institutions to one that puts user experiences first.

This customer-first approach is apparent when you explore the primary use cases of Open Banking—personal finance management, streamlined account funding, and simplified one-off payments—designed with the client in mind.

For example, one-off payments through Open Banking aim to offer reliable and seamless experiences where transacting is as frictionless and secure as possible. However, the journey towards an impeccable customer experience can be challenging. In scenarios involving high-value transactions, where reliability is critical, financial institutions must undertake a balancing act between ensuring security and optimising usability. Challenges arise, such as when large banks implement new payee limits, which can stifle the customer experience when dealing with high-value payment use cases.

Central to the ethos of Open Banking is customer empowerment, giving consumers the control they need over their financial data and the choice to decide how it's used

A New Approach to Traditional Use Cases

One-off payments are a significant use case in Open Banking. Here, consumers and businesses desire an experience that's seamless, secure, and swift. Traditional, often cumbersome, payment processes are being overhauled. Now, a customer can pay directly from their banking app without entering credit card details or undergoing a lengthy verification process.

This ease of transaction is not just a convenience—it's a new standard. Personal finance management, the most common use case among Open Banking applications, demonstrates this customer-centric approach. With Open Banking, individuals gain access to sophisticated tools to manage their finances.

They can get a consolidated view of their financial status across different banks and credit institutions, understand their spending habits, and receive personalised advice for better financial health—all with just a few taps on their smartphone.

Account funding, another top use case, is also transformed. Open Banking streamlines how consumers add funds to their accounts for investment or simple savings. This could mean real-time transfers between accounts without the delays that often frustrate customers.



Regarding loan assessments, the customer experience becomes more transparent and less intimidating with Open Banking. Instead of wading through paperwork and waiting uncertainly for the outcome, customers can share their financial information securely and directly with lending institutions, leading to quicker and more favourable decisions based on a comprehensive financial picture.

Though more specialised, automated accounting and rent affordability calculations are also impacted by the Open Banking framework. Small businesses can synchronise their banking information with accounting software to automate bookkeeping, while renters can easily prove their financial stability to landlords.

Open Banking is rewriting the narrative of financial services delivery. It champions the intuitive and efficient deployment of innovative features and services that match the individual persona and habits of the customer.

Open Banking also opens new avenues for loyalty and rewards programs by providing insights into customer behaviour. FSIs can tailor offers and rewards that align with customers' needs and spending patterns. This degree of personalisation and relevance encourages loyalty.

Ultimately, Open Banking is rewriting the narrative of financial services delivery. It champions the intuitive and efficient deployment of innovative features and services that match the individual persona and habits of the customer.

Through these transformed processes, FSIs are redefining customer expectations, fostering a future where banking is as fundamental and seamlessly integrated into our daily routines as the devices and technology that enable it.

Embracing the Open Banking Revolution

Open Banking in the UK and beyond promises a future that is not merely digitised but delivers unprecedented customer empowerment and experience. However, the challenge of delivering customer-centric financial solutions is considerable. FSIs must adapt to a technology-centric digital future that leverages high-speed infrastructure driven by AI.

AI technologies are already having an impact in the financial sector, and moving forward, promise to revolutionise customer interactions, back-office operations, and collaborative partnerships. Yet today, concerns over ethics, regulatory compliance, and security mean not every solution is up to task.

Ultimately, the seamless user experience delivered by Open Banking services relies on the robustness and trustworthiness of these underlying technologies. Consumers expect a banking experience that matches the pace and convenience of their digital lives, which means infrastructure must be in place to deliver them.

And this infrastructure must be resilient. Why? Because as well as supporting seamless operations, it needs to be trusted by users. Trust in financial transactions and data security is the bedrock of Open Banking, which is why FSIs while giving users a frictionless experience, must have airtight anti-fraud and other security measures in place.

Moreover, now that sustainability goals are a core business concern and achieving them is a customer and industry expectation, FSIs are mindful of embedding sustainability measures within their operational models. As they innovate, they must ensure that sustainability is a cornerstone of growth, from minimising their carbon footprint to promoting financial products that support environmentally conscious investments.



FSIs are mindful of embedding sustainability measures within their operational models. As they innovate, they must ensure that sustainability is a cornerstone of growth.

Navigating the Road Ahead

Recognising these challenges, the UK government, through the Joint Regulatory Oversight Committee (JROC), has committed to strengthening the Open Banking framework. This involves overseeing the creation of premium application programming interfaces (APIs), which will form the foundations of the next generation of Open Banking services.

These APIs are expected to unlock new possibilities, encouraging a collaborative, transparent, and fair relationship between FSIs and third-party providers (TPPs) to drive innovation. This is essential to creating a workable model incorporating these principles into a consistently evolving and dynamic ecosystem.

As FSIs look to the horizon of Open Banking, it's become startlingly clear that to succeed, they must invest in and strategically partner with technology experts. To fully benefit from an Open Banking system grounded in technology, FSIs must digitally transform their operations.

This transformation should align with evolving consumer expectations and regulatory advancements and requires investing in technologies that will support your needs and adapt to future developments.

Infrastructure that matches ambition: You can only realise the potential of Open Banking services when you have the underlying infrastructure to enable it. FSIs must partner with technology firms that can deliver the advanced high-speed networks essential for real-time data processing.

To thrive in an ecosystem where trust and resilience are as vital as the services provided, FSIs need cybersecurity and infrastructure experts. Juniper's AI-native solutions proactively detect network and user-experience issues, support automated threat mitigation, and provide data-driven insights for informed decision-making, minimising downtime and reputational damage.

The company's unified platform simplifies management and automates tasks, improving operational efficiency and agility to respond quickly to emerging challenges. At the same time, Juniper's advanced security solutions safeguard your Open Banking ecosystem with robust protection against cyberattacks, ensuring data security and building trust with your customers.



Customer experience vs. customer safety, a delicate balance: Navigating the tightrope between preventing fraud and sustaining a seamless customer journey requires expert intervention. FSIs must proactively implement cutting-edge security measures that protect without interfering with the user experience.

Juniper's automation capabilities and security solutions streamline routine tasks, allowing your team to focus on strategic initiatives and innovation. The company's AI offers real-time threat mitigation and faster incident response, minimising downtime and disruption to your Open Banking services. The improved uptime and security provided by Juniper's technology solutions lead to reduced financial losses from disruptions and cyberattacks.

IGXGlobal excels in developing and implementing secure and compliant network infrastructure alongside consulting services tailored to the specific needs of FSIs.

Where expertise meets originality: As a UK-based provider, IGXGlobal has a local presence that enables us to deliver a personalised service. The company is a wholly-owned subsidiary of U.S.-based ePlus Technology Inc. This organisational structure enriches IGXGlobal with the capabilities of a global systems integrator alongside the personal approach you'd expect from a local organisation.

IGXGlobal excels in developing and implementing secure and compliant network infrastructure alongside consulting services tailored to the specific needs of FSIs. We provide the highest levels of maintenance, plus managed services to ensure FSIs operate with secure and efficient infrastructure, while our security and compliance expertise help you conform with regulatory requirements.

We know the technology landscape inside out; that's why we're committed to helping our customers navigate and benefit from the latest developments in the space. With AI Ignite, IGXGlobal and ePlus are working hard to identify each customer's AI journey, helping them to understand how responsible AI can positively impact their business, and determine which of our partners are embracing AI within their technology. We'll lead you through the complexities of this era-defining technology to ensure you can the most from it.

IGXGlobal provides a broad range of hardware, software, and cloud service solutions from leading vendors, including Juniper Networks as a Global Elite Partner, complimented by assessment and advisory services to provide expert guidance on how

your organisation can identify the right solution, best leverage the technology to achieve business goals, and optimise ROI on existing technology. We are a flexible organisation providing numerous financing options to suit the budgets and needs of our customers, as well as diverse staffing options to help support the short-term skills requirements during the implementation phase.

Cultivating integral partnerships: Our joint expertise lies in guiding FSI's through the complexities of digital transformation, ensuring they stay ahead of the curve in a rapidly evolving financial landscape with constant pressure from margin compression. IGXGlobal's expertise helps you choose the right solutions for your needs, ensuring efficient implementation and maximising your return on investment.

Juniper's AI-Native Networking will help drive automation across the network, reduce manual workloads and optimise cloud resources, minimising administrative costs and improve the customer experience all the way to the Front of Office, freeing IT resources for strategic initiatives. At the same time, IGXGlobal's seamless implementation and ongoing support help you accelerate your journey and maximise the value of your investments in support of your Open Banking initiatives.

Wherever you are in your transformation journey, contact us today to explore how together, IGXGlobal and Juniper can support your Open Banking journey.

Let's pave the way together for a resilient, secure, and forward-thinking Open Banking experience for all customers.



United Kingdom & EMEA HQ
1 Fore Street Avenue
London EC2Y 9DT
United Kingdom

Contact

+44 20 3890 7387
igxglobal@eplus.com