

Amdocs MarketONE for Financial Services

Boost revenue and grow the value of your bank accounts by offering relevant third-party services to your customers



Re-imagine the value of a banking relationship

Evolve your role as a financial hub for customers by bundling a variety of relevant services. You enhance the value of your banking relationship by providing customers with third-party services that fit their financial lives, such as lifestyle or small business management tools.

Amdocs MarketONE for banks lets you offer third-party services within a digital experience that reflects your brand. We simplify the complexities of offering those services by addressing partner, subscription, and user lifecycle management capabilities to empower you to:

- Generate new revenue by serving as a channel for third-party services
- Augment traditional banking services with bundles and rewards that drive loyalty and long-lasting relationships
- Attract new small business and retail customers with incentives that combine banking with other services

Go beyond the expected

As banks like yours seek ways to build the bank of tomorrow, they're looking beyond traditional services. New competitors – like digital-only banks and technology giants dabbling in financial services – lure customers away with better online experiences or enticing promos. How can banks keep those customers? With value that customers can't get elsewhere.

Banks are perfectly positioned to connect customers to third-party services. Customers trust their financial service providers to vet and curate the right offers that are relevant to them. That makes banks an ideal hub for subscription management.

Join a thriving marketplace ecosystem

Amdocs MarketONE is new to many banks, but it already supports millions of subscribers globally. With typical margins for services ranging from 10% to 20%, it's an established revenue hero for many. A top-tier European service provider activated more than 1 million subscriptions to a single streaming service in just nine months. Another activated nearly 1 million for a business-focused service.

How banks add marketplaces

Amdocs works with your team to get started with Amdocs MarketONE, a rapid-to-deploy solution. We partner with third-party service providers to populate the marketplace with services that fit. Many popular services already participate in the ecosystem and Amdocs can onboard new partners for you, helping you to:

- **Lower integration costs:** Pre-integrated services, user journeys, and revenue management simplify new-partner activation
- **Shorten time to market:** Rapid onboarding makes partnering with dozens of third-party services as easy as working with one
- **Focus on value to customers:** Full partner lifecycle support frees you to work with a variety of services relevant to customers

Win the SMB market

Did you know that the average small business in North America has more than seven digital subscriptions? Many use subscription tax and bookkeeping tools, host and manage their websites and store data in the cloud – the list could go on. Simplify subscription management for SMB customers by offering bundles of essential services in a package designed for businesses.

In your SMB marketplace, customers choose the options relevant to their businesses. By connecting businesses to third-party essentials, you become an even more essential partner to your SMB customers, enhancing the value your bank brings and letting them focus more of their time and energy on growing their business.

Elevate wealth management

Curate a marketplace for your wealth management and private banking customers. They choose from investing, asset management, tax filing, and other relevant third-party services. You can even reward these high-value customers with bundles that include popular streaming and business services.

Extend customers' lifestyle

Millions of consumers seek services that enhance their lifestyles, from wellness and entertainment to travel and personalized concierge solutions. Make it easier for them to discover the right options for their needs. Curate and partner with top-tier providers of lifestyle services, and then offer your customers access to exclusive deals within your marketplace. People will appreciate it when you connect them to premium experiences, free trials, and special discounts from brands eager to elevate their everyday lives.

Let's make banking amazing

At Amdocs, we help banks deliver the personalization and value customers expect from top brands. We've worked with 50+ banks to launch banking breakthroughs that surpass competitors and win customers. **Talk to us** about how we can help you make banking more rewarding with third-party services.