



# E-COMMERCE SOLUTIONS FOR THE BANKING INDUSTRY

## The Current Situation

With the global economy's transition to a digital single market, banks are facing new and powerful competitors. Tech giants like Facebook, Google, Amazon and Apple are pushing banks into the background, while disruptive fintech startups are stripping away any remaining value within traditional financial institutions. We are in the early stages of a global banking industry overhaul.

It is no surprise that traditional banks are experiencing intense pressure to develop new offers that compliment their core business, reinforce their brand, and bring new value to their customers. Many banks have already started creating special offers for ecommerce, such as payment gateway products. However, banks lack the influence and control over which gateway emERCHANTS are choosing.

## The Solution

Implement a turnkey ecommerce solution suite, customized to your local market and built upon your strong brand. Your established name will provide a trusted foundation in the dynamic e-commerce marketplace for your region, drive more customers to your payment gateway, and create new sustainable revenue streams.

In partnership with Incubout, you will become a leading ecommerce solutions provider, thereby strengthening your core business and securing new sources of income.

Your e-commerce future will be built on your existing assets and strengths:

- Established marketing and sales channels
- Fully authorized and trusted payment gateway
- Highlevel of traffic on your website
- Strong brand recognition and existing customer trust
- Access to thousands of customers that already do business online

We provide the ongoing innovation and technical knowledge to become the market leaders for ecommerce solutions in your region.



## The Result

Fully established as a trusted ecommerce partner in your region, you will be able to bring new value to your existing and future customers, differentiate yourself from the competition, and gain more influence as a key player in your country's digital landscape.

Enhance your brand image and customer relationships by offering state of the art e-commerce solutions that you can package together with your existing services. With Incubout as your partner, we will leverage your trusted name to build a lasting foundation for future innovation.



New value for your customers



Differentiation from competitors



More influence in the digital landscape



Build a lasting foundation for future innovation

# SUMMARY

## The Current Situation

- Decreasing revenues from traditional banking products
- Monetization and branding shifting away from banks into the hands of tech companies
- Little influence on e-commerce ecosystem
- Lack of resources, technical knowhow, and agility needed for innovation

## The Solution

- Turnkey e-commerce solutions localized to your market and under your brand
- White label model for minimal investment and time to market
- Maintain your focus on sales and marketing; no new technical resources required
- Integrate your existing financial services into new and disruptive banking products

## The Result

- Boost the impact and income of your existing payment gateway
- Generate recurring revenue streams from online merchants
- Add value to new and existing customers and differentiate yourself from the competition
- Become a trusted leader of digital solutions in your region
- Establish an e-commerce ecosystem as the foundation for future growth



C/ Salvador Espriu 93 08005 Barcelona - Spain

+34 93 488 52 23

info@incubout.com

www.incubout.com

Contact:

Matthias Proch

mp@incubout.com