

Transform your business by becoming the everyday bank

Solve Customer Lifecycle Needs with SunTec BaaS



Cloud Native | Cloud Agnostic

The business of banking must move to customer-centric models to meet the challenges of increasing competition and pressures on revenues. Customers want to access financial and non-financial services on demand, and across touchpoints. And banks are now working with partners to embed offerings on a single platform to meet this expectation. Banking-as-a-Service (BaaS) is an emerging ecosystem where non-banking businesses can offer their customers access to financial services by using APIs. BaaS is invaluable for banks as they strive to deliver greater hyper-personalization to their customers. It helps expand the banking footprint to connect with new demographics and enables new sources of revenue growth.

SunTec BaaS is an enterprise-wide, agile, scalable, and secure digital layer solution that can integrate with the existing banking core to enable BaaS business models. Its API-based infrastructure can seamlessly manage and monitor distributors, enablers, and providers to drive effective monetization.

The BaaS ecosystem is a collaborative one involving multiple players. There are the Providers or the banks who give access to core elements of the banking product and the operations stack, the Enablers or the fintechs who unify the disparate elements into usable solutions and the Distributors or the merchants who take the solution to the customers via proprietary customer channels. Banks need robust technology platforms that can manage, monitor, and monetize this multi-party ecosystem efficiently and effectively.

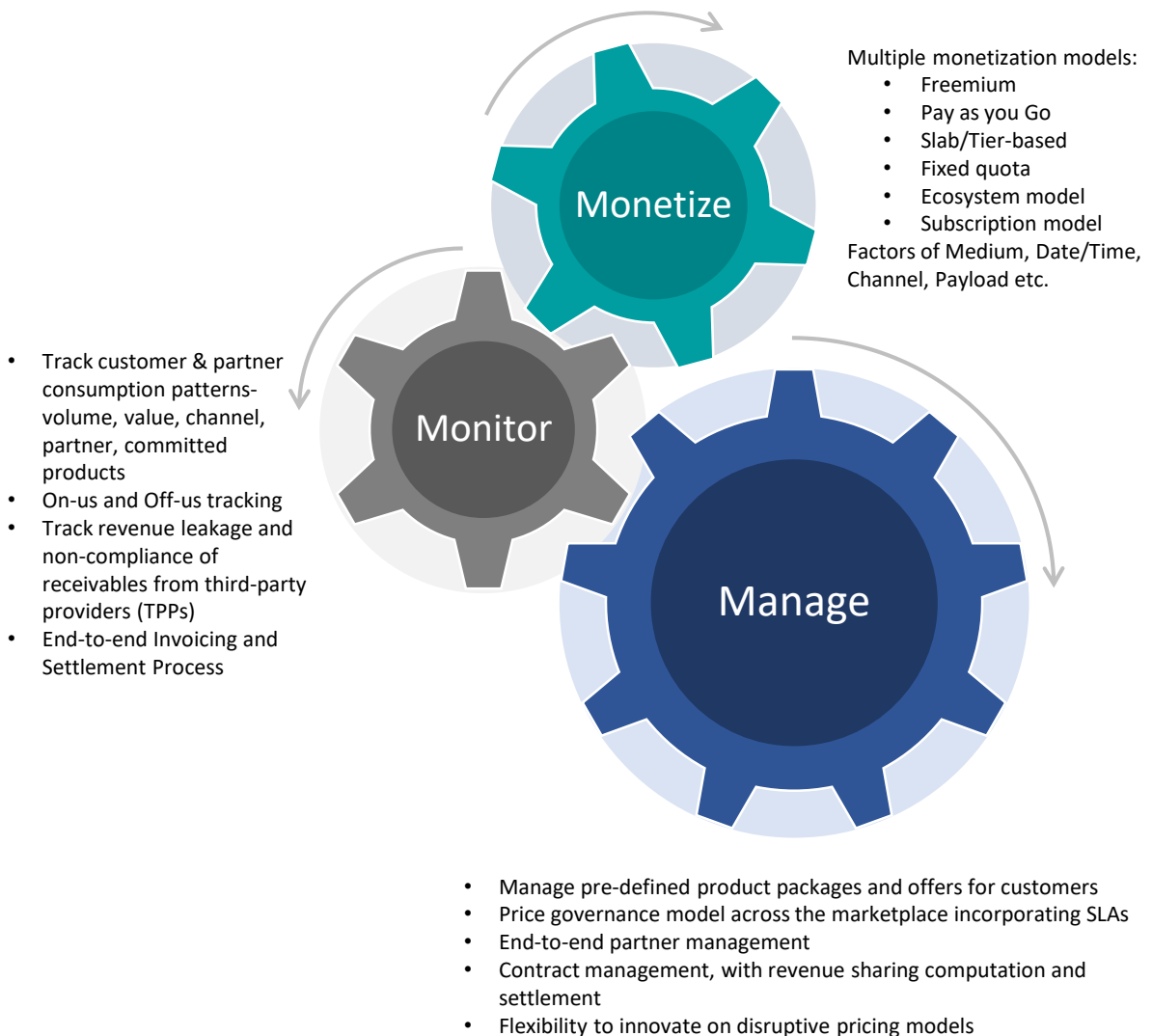
Legacy banking cores lack the agility and scalability required to keep pace with rapidly changing environments involving third party players.

SunTec BaaS integrates seamlessly with core systems, consolidating valuable customer and product data necessary for co-innovation. SunTec BaaS acts as the ideal partner management system, seamlessly managing ecosystem partners based on parameters like products, partners, and pricing among others, automating processes, along with tracking and analysis capabilities. It ensures relationship-based offer and rate management and centralizes offerings by breaking down organizational silos, leading to better hyper-personalization and relationship banking strategies. It responds to changes within the ecosystem swiftly and seamlessly to ensure uninterrupted access to embedded services for customers.



The SunTec BaaS Advantage

- Ensure easy deployment of modules such as product bundling, product management, offer management without disrupting core banking systems.
- Leverage partner network to deepen market penetration and improve sales.
- Create new business models, effectively monetize the ecosystem, and plug revenue leaks.
- Create separate systems of engagement from systems of record.
- Break down silos and centralize operations.
- Drive customer engagement and loyalty with hyper-personalized offerings.
- Manage, monitor, and monetize the ecosystem.



Create and Manage a Comprehensive Partner Ecosysteme

- Define partner groups and hierarchies based on business units and geography, relationship type, products, services, reseller, or referrer status.
- Define internal and external commitments, targets, upgrade / downgrade rules.

Create and Manage Contracts

- Centralize repository of contracts including product details, entitlements, price lists, commissions, SLAs, payments, and settlements .
- Automate management to ensure seamless reviews and approvals based on pre-defined conditional workflows.

Create and Manage Pricing and Commission Models

- Implement innovative pricing models on parameters ranging from events, subscription, usage, and sales via partners.
- Automate commission calculations and manage payouts.
- Ensure revenue forecasting and modelling to understand comprehensive sales projections across the ecosystem.

Create a Central Repository of Products and Services

- Offer innovative products to meet customer needs.
- Create hybrid product bundles.
- Define attributes including features, benefits, pricing, terms and conditions, eligibility criteria, validity and so on across all business units and locations in a central repository.

Go Beyond B2B and B2C Selling to Support Complex Selling Models and Deliver Best Value to Customers

- B2B2B2C – Provider (Bank) to Enabler (Fintech) to Distributor to Customer.
- B2B2B2B –Provider (Bank) to Enabler (Fintech) to Distributor to Customer (Business).
- B2B2C or B2B2B – The provider and enabler is the bank itself and caters to the distributor and the distributor to the individual or business customer.
- B2B2C or B2B2B –The distributor takes on the role of an enabler too.

Support All Stakeholders in the Ecosystem

- **Providers**
 - Enable banks to orchestrate the product experience by building and managing multiple partnerships with both enablers and distributors.
 - Deliver better customer experiences by providing innovative offerings.
 - Reach new customer segments with no additional acquisition cost.
 - Focus on core product manufacturing and create more efficient products.
- **Enablers**
 - Help manage multi-party stakeholders across banks and distributors.
 - Enable multi-party value management and create multi-provider product catalogs.
 - Extend multi-provider products to distributors and build new commercial engagements.
- **Distributors**
 - Deliver better customer experience with personalized deals and offers.
 - Acquire customers via new product offerings.
 - Retain customers with personalized pricing and rewards-based offerings.

About SunTec

SunTec is the world's No. 1 pricing and billing company that creates value for enterprises through its Cloud-based products. More than 150 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, tax compliance, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia, and India. For more information, please visit us at www.suntecgroupp.com or email us at marketing@suntecgroupp.com

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