Create Your Own Digital Banking Content

Content integration on the Digital Banking Platform empowers financial institutions to create more personalized experiences that build stronger and more profitable relationships with users, and differentiate them from the competition.

This solution gives financial institutions the flexibility and control to create and seamlessly integrate new content into Online and Mobile Banking through our cutting-edge Digital Banking Platform. Financial institutions choose the development option that works best for them and content is developed and hosted by the financial institution, their third-party vendor(s), or by Digital Insight.

Financial Institution Benefits

- Differentiate and deliver on your unique needs or strategies to drive customer engagement and growth in Online and Mobile Banking.
- Deepen customer loyalty by delivering services and functionality that meet or exceed their specific needs through their banking channel of choice.
- Enhance and extend digital banking capabilities and offerings by leveraging the power of many – driving ideas with faster execution between the financial institution, Digital Insight and third-party vendors.
- Enabled through a widely used standard, which allows developers to leverage readily available tools and resources to aid in development (SAML SSO).

End-user Benefits

- Seamless custom content integration within digital banking provides a secure and superior user experience.
  - One secure login for all of your applications.
  - Seamless look and feel for all of your applications.
  - Ability to move across digital channels and access important services and features that you want to offer.
  - Perform more banking transactions with ease across digital channels.

Online Banking SAML SSO pilot financial institutions have integrated:

- Credit card transaction history
- Documents and statements
- Live chat
- Secure inbox and messaging
- Investments

Possible applications to be developed:

- Other financial product management: insurance, trust accounts, rewards
- Community or charity: donate to a local cause, pay your PTA dues
- Card-management functions: block, reorder, dispute
- Personalized card design
Features

- Create Your Own Applications are hosted, supported and enhanced by the financial institution’s developer of choice. Financial institutions are able to integrate content in three ways:
  - **Create Your Own Online Banking Page**: apps are standalone and launched from the Online Banking navigation with no limit on the number of pages you can add.
  - **Create Your Own Online Banking Home Page Widget**: Display your content through a widget on the Online Banking home page, between the My Accounts and Outside Accounts widgets, and feature important services right on the Home Page.
  - **Create Your Own Mobile Page**: apps are launched on dedicated pages on Mobile Banking Apps, Tablet Banking Apps or Mobile Web Banking.
- Developed as responsive web applications; content can be launched to both Online and Mobile Banking with little or no additional work.
- Self-service tools and other support documents, including a SAML SSO Integration Guide and a User Interface Style Guide, are available.
- Digital Insight certification is required on all applications to ensure seamless integration. Enhancements to the same application do not require additional certification.

Future Content

- Self-service Admin Platform tools for configuration, testing and enablement.
- Digital Insight is developing API content integration functionality, starting with options for externally hosted credit cards that would integrate into existing widgets and pages, as well as third-party alerts and notifications that would integrate into Digital Insight platform.
- Shared access will be available for your applications.

Banks and credit unions turn to Digital Insight for innovative online and mobile banking that drives growth. For nearly 20 years, our leading solutions have helped financial institutions engage more meaningfully and more profitably.

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