



# Fintech success is rooted in compelling & safe experiences.

Customers expect security and ease of use.



Verimatrix  
Fintech

MARKET BRIEF

## A MARKET SNAPSHOT

# BY THE NUMBERS

**\$50 billion**

More than \$50 billion is invested in fintech each year.

**2/3**

More than two-thirds of financial transactions are now made online.

**500**

There are an estimated 500 new fintechs started each year.

**30%**

Banks could potentially increase operating profits by as much as 30% through digital.

Source: <https://www.quorumcentre.com/the-fintech-industrys-progress-and-challenges/>



## DEMAND FOR FINTECH SOLUTIONS IS EXPLODING QUICKLY

The days of static, limited banking and financial offerings being “good enough” are over. Today, customers demand compelling, deeply customized apps and solutions. Where innovation in financial services used to be incremental, we have seen an explosive rise in new capabilities and offerings in just a few years.

Fueled by powerful new technology, explosive global consumer demand and massive venture capital investment, Fintech is emerging as one of the fastest-growing and most exciting finance sectors. Traditional banks, technology companies, and born-in-the-cloud startups are all competing for a share in this vibrant and rapidly evolving market. They are pushing out the limits of what is possible, offering people and businesses new levels of control and choice over their money and financial decisions. These solutions are changing how we bank, pay and transfer funds, borrow money, and countless other scenarios.

Whether you are launching your first Fintech solution or have established offerings in market already, the key to success in this crowded space is to put your customer first. Customers are no longer tolerant of slow, manual, awkward interfaces. They expect immediate, frictionless access to their information and their money and will only adopt solutions that provide a true advantage. They want a modern, simple experience that works just the way they want it to.

Even as you work to give customers a compelling experience, you shouldn't lose sight of an even more important challenge: security. When an exposure can result in

devastating financial impact for your customers and in damage to your brand, getting your security profile right is vital. This is an area that many players overlook in the rush to building functionality and getting to market quickly.

### **Building Security into the Core of Your Solution**

As new rules and regulations take hold for protecting consumers and their financial information, compliance is vital. To ensure your access to customers in regulated markets, you have to clear a high bar of security and privacy protection. Even more significantly, banks and other big players are increasingly mandating strong security in all solutions they offer to their customers. To attract and retain these big partners, you must first convince them that your offering is secure.

As you launch fintech offerings, you also open up new points of exposure. You inherit risk at every step of the value chain, meaning if an embedded service or third party feature is not secure, you can expose your own systems and customers.

Many of the aspects that make FinTech solutions so appealing to customers – the immediate access to money, the lack of human intervention, and the ability to see up-to-the-moment financial information – also make them irresistible to bad actors. They enable consumers and businesses to transfer money, manage investments, and access lending and personal financial resources digitally, especially through mobile devices. This makes them the perfect target for hackers and malware.

The apps may seem simple and user-friendly, but they are high-value targets that enable access to precious data and resources. Worst of all, an insecure solution can become a back door into your own corporate network and data, meaning that a single exploit can turn into a devastating attack.



## BUILD YOUR SOLUTION ON VERIMATRIX FOR STRONG, PROVEN PROTECTION

Verimatrix understands the special challenges of securing fintech solutions. Security can't simply be thought of as an afterthought, or a layer in the development process – it must be baked into the app from the start. Our security capabilities are easy and fast to embed, meaning you can get your app to market quickly without incurring the time or cost required to harden your solution.

### **Proactively Stop Fraud & Data Breaches**

If your fintech app has a security flaw, someone will find it. Smart hackers break down apps searching for weakness, then use that exposure point to exploit your customers' data, access your own corporate systems, or copy your code and IP. Don't allow them that opening. With Verimatrix App Shield, it's never been easier to harden your solution, protecting your users and your own systems from harmful actors. When hackers attack your app, Verimatrix App Shield detects and blocks the threat and notifies you. By shutting down the app instantly and providing you with a real time notice, Verimatrix makes it much harder to exploit your app while helping you respond faster.

Minimize risk through intelligent, real-time app monitoring. Your mobile app is the key point of interaction with your customers – but it is also your greatest point of exposure. By managing your risk profile through Verimatrix intelligent app monitoring, you minimize the chances that hackers access either your customers' data or your own systems. An intuitive, easy-to-use online dashboard shows you information on where and how your apps are being used, including location, operating environment, and device type. This smart, actionable intelligence allows you to identify high-risk users or devices before they can be exploited.

### **Get to Market Faster**

Get your solution to market faster than your competitors, without cutting corners or compromising on security. Verimatrix enables and accelerates your development process by providing a true "zero code" integration capability – meaning that your team needs add no code or perform any customer integration. They simply upload the final app to our cloud service, then receive a secured version, ready for your customers, back in minutes.

### **Easily Extend Secure Mobile Payments to Your Customers**

Build payments technology right into your app, quickly and easily. Verimatrix supports tokenized, malware-proof payments and point-of-sale (POS) capability. Deploy your payments offering on a completely secure, proven foundation accepted by VISA, MasterCard, and other leading issuers.

### **Provide a Compelling Experience**

It isn't enough to be secure. You also need to provide your customers with a great experience. And because our security is deeply embedded, working invisibly in the background with virtually no impact on performance, it doesn't slow down your users. Provide your users with a more optimized experience by turning features on or off based on their specific context. Intelligent, always-on app monitoring from Verimatrix means you can adjust content or options due to physical location, device type, operating system, or other factors. As a result, you can give your users the best and most personalized experience.

## Award-Winning Customer Support

Benefit from industry-leading 24/7/365 worldwide customer support. With a customer satisfaction score of 99% and four prestigious Stevie® Awards for Excellence in Customer Service, you can trust our support team to be there when you need them.

## About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit [www.verimatrix.com](http://www.verimatrix.com).



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