

Backbase showcases cutting-edge technology in wealth management at FinovateEurope 2016

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SUMMARY

AT FinovateEurope 2016, Backbase revealed the latest edition of the Backbase Digital Platform, packed with powerful wealth and private banking capabilities. This omni-channel solution transforms traditional siloed, customer-facing, legacy applications into a single, well-integrated and dynamic online sales and service platform, empowering affluent and high-net-worth customers any time, any place and on any device.

Backbase showcases cutting-edge technology in wealth management at FinovateEurope 2016. Backbase multi-device demo illustrates innovative solutions to transform traditional wealth management into seamless 'Bank 3.0' experiences.

Amsterdam, Feb 10 2016 -- Backbase launched its new wealth management accelerator at FinovateEurope 2016 on February 10 in London. The software technology company revealed the latest edition of the Backbase Digital Platform, packed with powerful wealth and private banking capabilities. This omni-channel solution transforms traditional siloed, customer-facing, legacy applications into a single, well-integrated and dynamic online sales and service platform, empowering affluent and high-net-worth customers any time, any place and on any device.

One of the biggest challenges facing those in the private banking industry is how best to digitize their products and services in order to provide their high-value customers with a unique, engaging digital experience. Disrupters such as Betterment and Wealthfront are changing the market dynamics, forcing incumbent wealth managers to rethink their business model and digital strategy.

"The message we want to convey to wealth management firms is very clear: we can help you become a disruptor yourself," said Jouk Pleiter, CEO and founder of Backbase. "Just as in retail banking, we now see that the wealth management industry is starting to optimize digital client interactions as their first priority. Firms that will succeed in the fintech revolution will be those who focus on delivering an integrated and well-thought-out customer experience combining traditional and new business models."

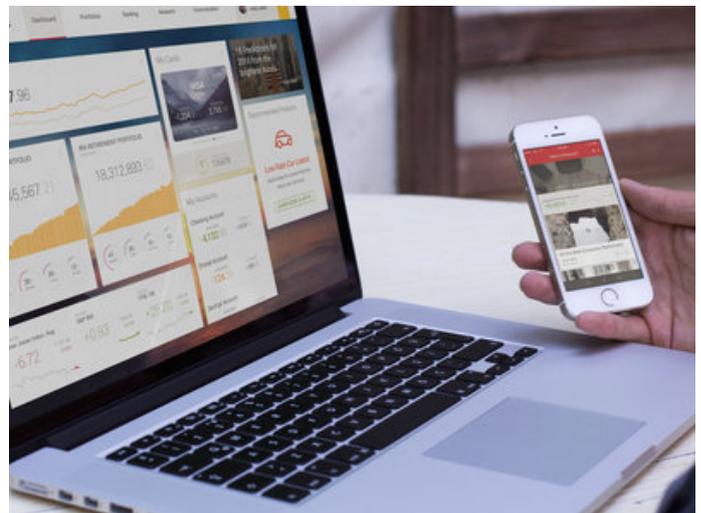
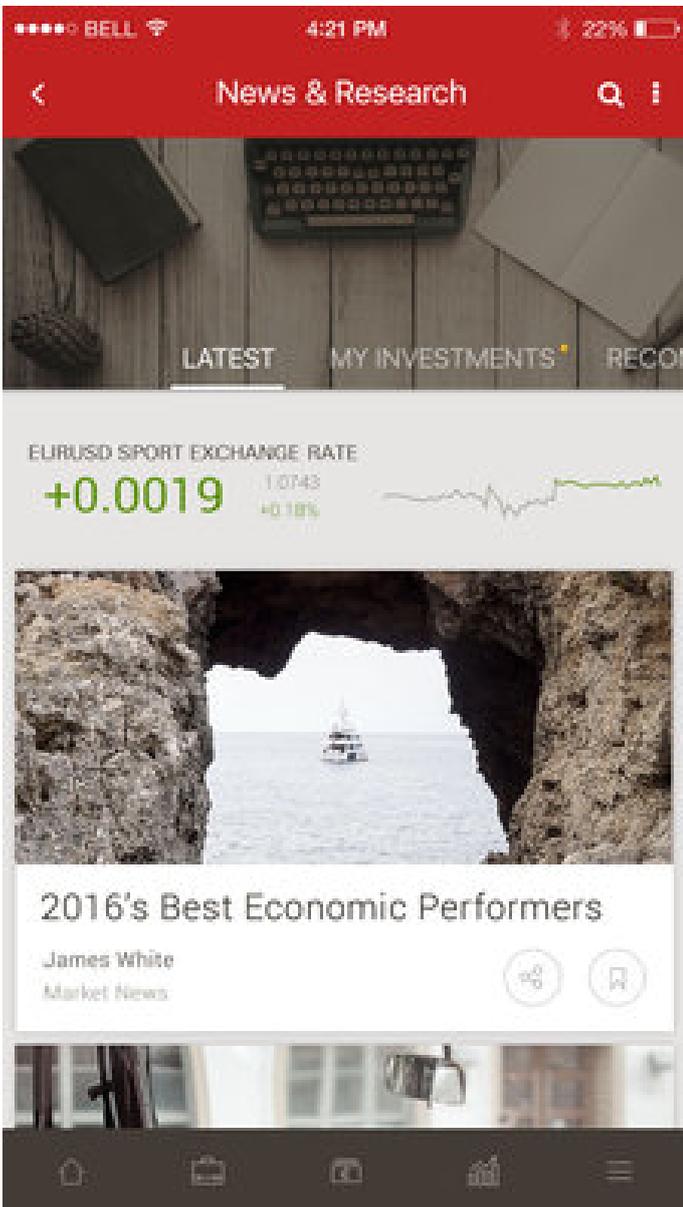
On the company's added value, Pleiter said: "Backbase offers a state-of-the-art Digital Wealth

Management solution that integrates existing IT banking systems and modern fintech API capabilities. This gives wealth management firms the flexibility to mix and match traditional and modern ingredients into a highly differentiated, personalized digital customer experience.”

In 2015, Backbase was named a leader in the Forrester Wave for Omni-Channel Digital Banking Solutions, and was named ‘Visionary’ in two Gartner Magic Quadrants: Horizontal Portals and Mobile Application Development Platforms. At the same time, Backbase scored two top 5 positions in Gartner’s Critical Capabilities for Mobile Application Development Platforms report, and two top 3 positions in Gartner’s Critical Capabilities for Horizontal Portals report.



IMAGES



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ABOUT BACKBASE

Backbase is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create, manage, and optimize digital experiences across any device. Backbase CXP offers a new, omni-channel presentation layer, that unifies data and functionality from existing business applications and IT systems into a seamless customer journey.

Alongside Backbase CXP, Backbase has developed Backbase DBP; the omni-channel digital banking platform optimized for retail banking, commercial banking, and wealth management specific scenarios. Similarly, Backbase for insurers is a digital insurance solution that focuses on customer enrollment and self-service scenarios.

With Backbase you can deliver personal, relevant experiences to customers on every device, in any context. Backbase gives enterprises the tools and functionality they need to transform their tired and siloed business applications into engaging customer experiences, holistically orchestrated and managed from a single digital customer interaction platform. Backbase's widget-based architecture provides the flexibility and agility enterprises need to create modern experiences that truly empower your customers and strengthen your digital business operations.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as a leader in terms of customer experience management and omni-channel delivery capabilities. Backbase is among the most innovative vendors in the market and offers unparalleled speed of implementation and time to value. Additionally, Backbase empowers digital channel owners to quickly change and optimize the digital experience. This means a faster time-to-market for edits or updates, lower costs, and more flexibility to optimize across all online channels without the need for IT support.

Backbase's unique approach enables enterprises to drive self-service, fuel online revenues and turn their online presence into a full-service customer experience platform. Global organizations such as ABN AMRO Bank, Al Rajhi Bank, Barclays, Fidelity, GE, Hapoalim, Hiscox, ING, Legal & General, Nationwide, Nordstrom, OTP Bank, PostFinance, PZU, Sberbank, and SwissCard have all improved their online customer interactions and maximized

online customer experience, retention and conversion, by leveraging Backbase's technology.

Backbase was founded in 2003 and is privately funded with operations in New York, Atlanta, Amsterdam, and London.



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