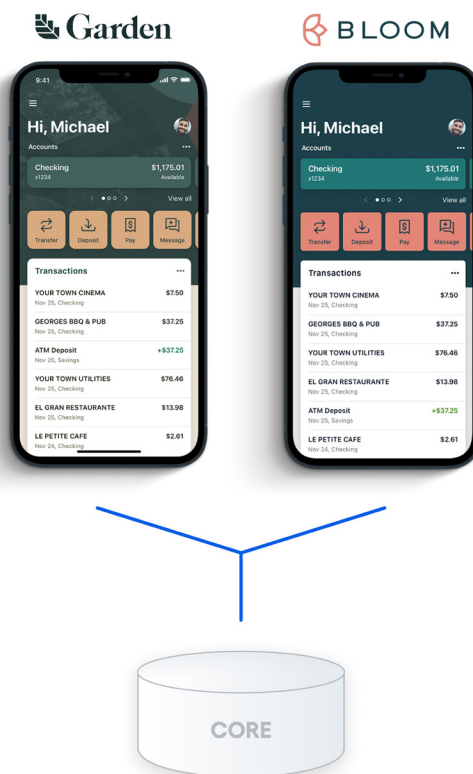## Strategy Highlight

# Multibranding

We know how you feel. You're looking to extend your reach into new customer demographics, but you're not sure the best way to start. You've worked hard to earn the loyalty of your existing accountholders and build the reputation of your financial institution, and making changes to the way you operate can feel like a gamble. Not to mention the overhead costs that come along with building new brick and mortar locations.

The reality is, in the current day and age, users no longer compare banks – they compare digital experiences. Great digital innovations have changed their expectations, and they're looking for tools that can meet them. In order to defend your market position you need to embrace digital reinvention and move into the future with a new strategy.

It might seem impossible to rival the experiences provided by the big guys and the never-ending stream of fintech startups, but with Jack Henry on your side it *is* possible to give your users exactly what they're looking for by offering a full-service digital bank (or even multiple digital banks) with its own unique branding, all on the same core.
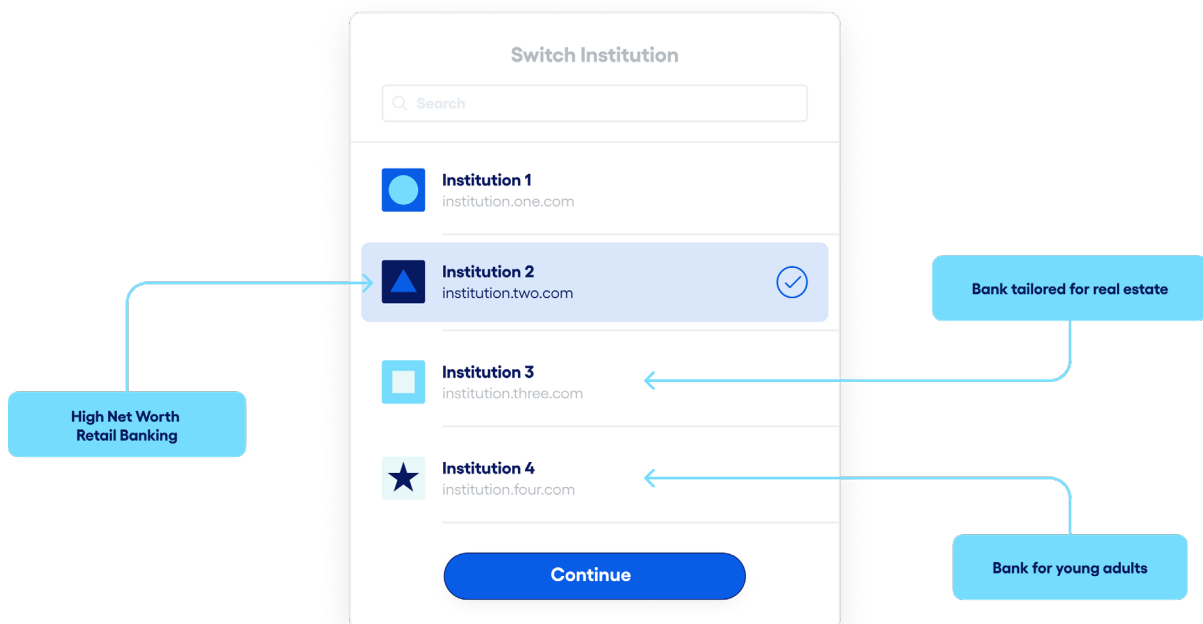
# increase your reach and maintain trust

With our multibranding solution you can target a wider audience outside of your physical community and reach new customers – effectively increasing your low-cost deposits and strengthening your lending power – without the work of building new locations, overhauling your current brand, or losing your existing user base.

At this point you're probably wondering *"How is that possible?"*. Great question. With Banno, you can spin up an entirely new, all-digital brand – one that can compete against the best of the best by leveraging all the industry-leading solutions available from both Jack Henry and third-party integrations – using the same core system you're already on. It's what we call a win-win.

# build your unique service strategy

Serving your local community has always been a top priority, but in today's interconnected world geography is no longer the only factor that defines a community. If part of your strategy is to build out a new brand that targets and tailors offerings to a niche market – such as high net worth individuals, young adults, real estate investors, or any other community you'd like to work with – Banno's multibranding system allows you to spin up one or more different brands that serve each community's unique needs, all without standing up a new core.

**Switch Institution**

🔍 Search

**Institution 1**
institution.one.com

**Institution 2**
institution.two.com ✓

**Institution 3**
institution.three.com

**Institution 4**
institution.four.com

**Continue**

**High Net Worth Retail Banking**

**Bank tailored for real estate**
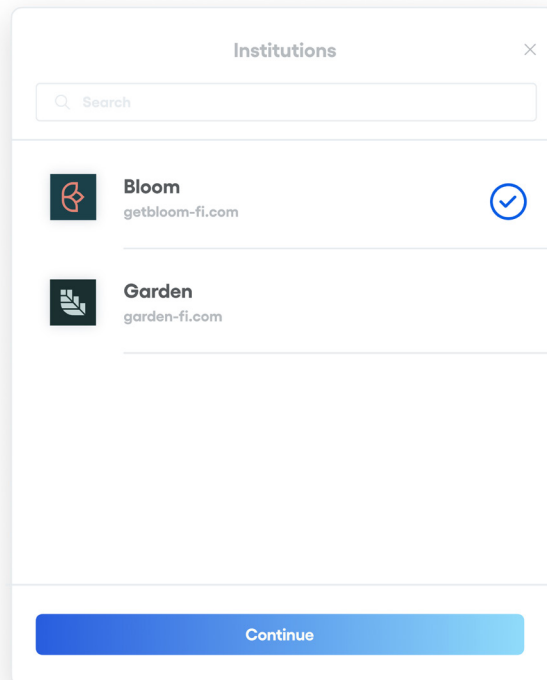
**Bank for young adults**

# easy implementation

Our implementation team does everything they can to make the process of setting up a second (or third, or fourth, or fifth) brand as quick and painless as possible. Through Banno's multibranding system all it takes is adding a simple layer of code to your existing core, and you'll be up and running with an entirely separate digital banking experience under a new brand. We'll make all your technical connections, and our designers will work with you to develop a beautiful new platform.

# simple back-office experience with Banno Platform

If you're concerned about managing multiple financial institutions, fear not. In our back-office interface your staff can seamlessly switch between each of your different brands, so whether you're hiring new staff or distributing the workload amongst your current team, our platform makes it easy to keep the focus on serving your accountholders.

# you'll be among good company

We've gone through this process many times – it's a proven solution. Here are a couple of institutions that we've helped successfully implement a digital brand:



# expand your brand using the same core

Let's talk about this together. digitalexperience@jackhenry.com

For more information about Jack Henry, visit jackhenry.com.