Jack Henry Data

Banno Usage Data

Capture data on how your users interact with the Banno Digital Platform™ all in one Google BigQuery project. From there, you have the power and flexibility to leverage the data as you see fit, allowing you to make quality decisions faster and harness the power that data has to offer.
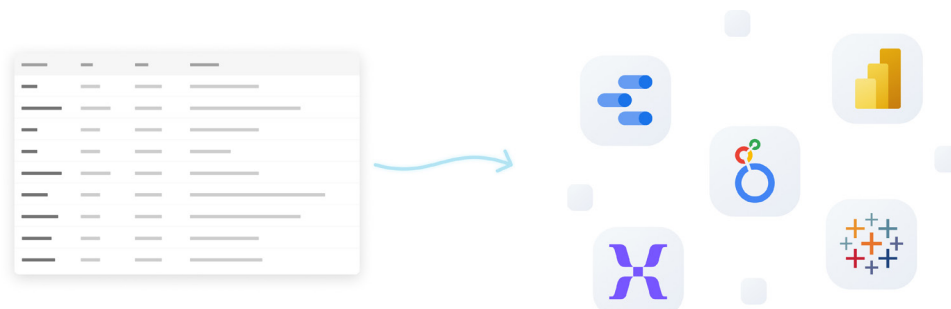
make quality decisions faster

Understanding your people is important as you make business decisions and build strategies – and some decisions are impossible to make without data to inform them. How can you gauge whether your in-app marketing campaign was successful, or how it could be improved?

We are excited to provide access to an ever-growing set of data fields about how your accountholders are using Banno – both in the mobile app and online, via Google BigQuery. With access to Banno Usage Data, you can understand more about who is using your digital banking experience, their most common workflows, and where users may be dropping off.

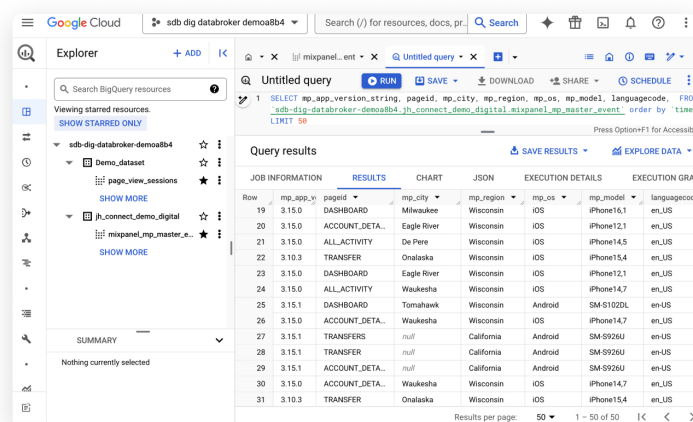## become the most powerful user of your data

Data can be a powerful competitive advantage for your financial institution because it is uniquely yours – competitors can't know your users like you can because they don't have access to the data you have. This makes you the most powerful user of your data. And it pays to get it right. With Banno Usage Data, we're providing you with rich data on your accountholders' in-app interactions, so you can transform it into meaningful insights using tools like Tableau, Looker Studio, Mixpanel, and more.

what kind of data can be leveraged?

Once you gain access to Banno Usage Data, you can view data starting from the time Jack Henry began collecting it, so you can track behaviors and trends for existing data no matter when you sign up to access it. Our list of data being captured is ever-growing and these are just a few of the data fields you can leverage to monitor events within your consumer-facing experience:

- Institution ID ("parent Institution ID" used for Dual Core institutions)

- Institution name

- User ID (GUID only)

- Platform (web, mobile)

- Browser & version

- Operating system (can be used to determine device type)

- Mobile manufacturer

- Client version (browser, iOS, Android version)

- Product domain (e.g. dashboard, bill pay, accounts, ACH, etc.)

- Page/Screen ID

Privacy Is Top-of-Mind

View, filter, sort, and group data across your entire user base or specific segments, and even drill down to the user-level and see the flows an individual person took – of course specific users' identities are kept anonymous by their User ID.

Google BigQuery

access data using a trusted warehouse

When you sign up for access to Banno Usage Data, our team will set you up with Google BigQuery, a data warehouse powered by Google Cloud Platform. BigQuery is capable of handling massive amounts of data, and because it's cloud-based and serverless, you never have to worry about a report taking hours to generate or needing a database administrator. When it comes to visualizing the data, you will gain access to Google's visualization tool, Looker Studio, or you can integrate BigQuery data with one of many other popular tools, like Tableau.

Collaborate with Third Parties

When you are setup with your own Google Cloud Platform project, you not only get access to Banno Usage Data but you can also invite third parties like fintechs to view, access, or collaborate with you and your data. You can give or revoke third parties' access to the project at any time so you are always in control of who can do what with your data.

Building a More-Informed Product

What's more – our product team is continually using this same exact data to better inform and design the best user experience in digital banking software and back-office management, so you can trust that Banno innovation is always informed by the way you and your accountholders are actually using the software.

frequently asked questions

How do I know if Banno Usage Data is right for me?

If you're a financial institution with data analytics know-how and a desire to dive deeper into the data behind your accountholder experience, Banno Usage Data is perfect for you. Bonus points if you are also interested in inputting the data into your own reporting or visualization tool to unlock rich insights.

How will pricing work for this service?

Banno Usage Data will be available for a $5,000 install fee and $0.05 cents per active user per month.

Will Banno Usage Data be able to track data from third parties or plugins?

Since third-party plugins are not owned by Jack Henry, we do not have access to the code in order to put in the necessary tracking. We are working on the ability to track that the user clicked the card, but this will not include what the user did once they were in the third-party application.

leverage data that is uniquely yours

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

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