



MEMBER EXCLUSIVE

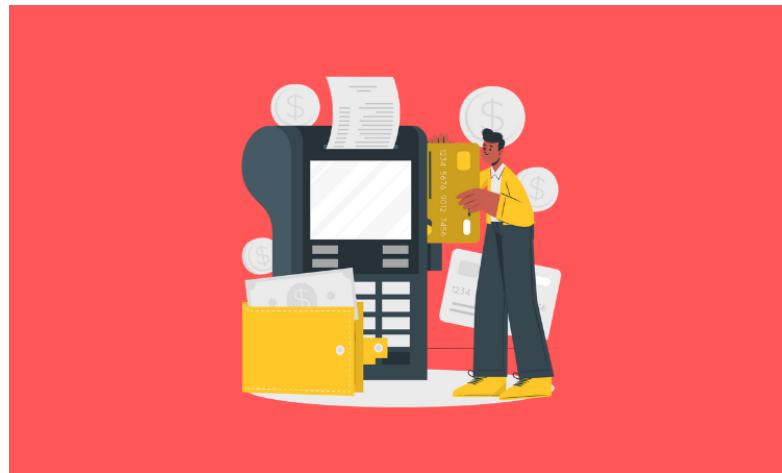
## Industry expects open banking will have the greatest impact in retail banking

Survey respondents believe open banking will have the greatest impact on retail banking.

The study surveyed 785 professionals at global financial institutions and banks.

SHEHZIL ZAHID | JULY 20, 2021



A new study from Finastra shows which sectors of the financial services industry professionals believe will be the most affected by open banking.

49% of survey respondents believe the greatest impact will be on retail banking. This means that respondents expect to see more open banking solutions in the retail banking space, such as Wise's service that allows banks to integrate Wise into their own systems to offer international payments at competitive rates.

This is a shift from Finastra's findings last year, where corporate banking was identified as the space that would benefit the most from open banking. This year, corporate banking fell to third place with 41%. Finastra suggests that corporate banking was ranked high last year and lower this year because the sector was an early adopter and has since experienced a positive impact attributable to open banking, giving it less upside in the future.



Source: Finastra

An example of open banking in the corporate sector would be Goldman Sachs' Transaction Banking platform, which offers a series of APIs that other banks and corporations can use to manage cash flow the way Goldman does. Since the platform's launch in the U.S. last June, the bank has gained over 250 clients, \$35 billion in deposits and moved trillions of dollars. Goldman also expanded the service into the U.K. last month.

Payments came in second place with 45% — an increase of seven percentage points from last year when it placed second to last with 38%, suggesting that there's been more movement in the space than anticipated.

The research was conducted amongst 785 professionals at global financial institutions and banks.

0 comments on "Industry expects open banking will have the greatest impact in retail banking"

Sort by Newest | Oldest

Outlier OpinionsMakers

BLOCKCHAIN AND CRYPTO, MEMBER EXCLUSIVE

**Blockchain Briefing: How crypto-backed cards are disrupting payments**

This week, we explore how crypto-backed cards have become one of the fastest-growing card categories.

We also look at the key global blockchain investment trends over the past year.

Ismail Umar | March 01, 2022

MEMBER EXCLUSIVE, NEW BANKS

**Banking Briefing: Major Russian banks excluded from SWIFT**

The big news this week is that major Russian banks have been excluded from SWIFT as part of the US and allies' sanctions against Russia.

In the background, we've also got experts' take on what's happening in cannabis banking and some new numbers in the world of digital account opening.

Rivka Abramson | February 28, 2022

MEMBER EXCLUSIVE, MODERN MARKETING

**Marketing Briefing: SoFi wants users to break up with their banks – but, like, literally**

SoFi's new campaign wants consumers to break up with their banks -- while breaking out in song.

In other news, we wrapped up our Acquire Conference on Tuesday. But not to worry if you missed anything -- we've made all the session videos available just for you.

Rivka Abramson | February 25, 2022

MEMBER EXCLUSIVE, PAYMENTS

**Payments Briefing: Can tap to mobile technology democratize payments?**

This week, we explore how tap to mobile payments could help SMBs compete with larger businesses.

We also look at how PayPal's failed customer acquisition strategy led to the birth of 4.5 million fraudulent accounts on its platform.

Ismail Umar | February 25, 2022

DATA SNACKS, MEMBER EXCLUSIVE

**Data Snack: As finance apps' ad spend soars, their conversion rates are declining**

The average ad spend on an app store by a finance app rose by 51% between 2020 and 2021, crossing the half-a-million dollars mark.

Conversion rates for finance apps fell across the App Store from 6.8% to 5.8%, and Google Play Store from 60% to 55%.

Subboh Jaffery | February 18, 2022

---

MORE ARTICLES

#### About Tearsheet

Tearsheet is the only media company obsessively focused on technology's impact on the financial services and fintech industry. Read by decision makers across product, marketing, and digital, Tearsheet connects with its audience across web, email, podcasts, the Outlier membership program and in-person events.

#### Subscribe to our newsletter

#### Follow us

@tearsheet

Join the conversation by following us on LinkedIn and other social media.



© 2021 Tearsheet. All rights reserved.

[About Us](#) [Advertise with us](#) [Masthead](#) [Library](#) [Privacy Policy](#)