In a post pandemic economy – Cost and Competition remains a major concern

**TOP RETAIL BANKING TRENDS 2022**

**BANKS**

Drive cost transformation to fortify reserves and rationalize future investments

**SUPER FINTECHS**

Competition threatening incumbent’s margins, customer base, and market share

Banking 4.X era will require incumbents to create new value

**BUILD**

- Banking-as-a-Service to unlock latent market potential
- Scalable, agile and intelligent digital capabilities on the cloud
- Data ecosystems to amplify value creation
- Digital-only subsidiaries to curate FinTech inspired customer journeys

**DELIVER**

Hyper-personalized and contextualized banking experience embedded in customer lifestyle

Achieve sustainability goals and ensure data security to retain the new value

- Intelligent Identity and Access Management (IAM) solutions becoming the foundation for experiential digital banking services
- Banks are progressing from greenwashing to comprehensive sustainable business strategies with equal focus on the environment as well as social responsibility

...while keeping an eye on the next banking evolution!

- 5G will power the new age of hyper-connectivity featuring real-time banking and instant customer gratification
- Decentralized Finance (DeFi) enabled by blockchain and smart contracts to usher banking into a new era of efficiency and transparency