

Fujitsu Launches Financial Solution Finplex in Europe to Power the Digital Age

News facts:

- Fujitsu Financial Solution Finplex helps financial institutions provide a compelling customer experience, with range of Finplex solutions for digital banking and other finance-related services
- Solution designed to accelerate digital transformation in the financial sector
- Banks can create new value by translating customer insights into innovative services

Copenhagen, June 27, 2017 – Fujitsu announces the European availability of its Fujitsu Financial Solution Finplex, a powerful suite of tools that drives long-term business growth to the financial services sector, by enabling it to provide end customers with more compelling, tailored digital financial services.

Finplex enables financial institutions to create innovative offers that are more likely to appeal to individual customers. Built on the Fujitsu Digital Business Platform MetaArc, the solution integrates multiple data sources from the cloud, big data and advanced technologies such as IoT, mobile, and artificial intelligence (AI) to enable personalized insights. Because solutions are tailored to individual needs in terms of business goals, plans, budgets, and product and service offerings, they are more likely to gain acceptance by end customers.

Finplex enables the fast-track creation of innovative digital financial services

Currently available, Fujitsu Finplex solutions consist of the Finplex financial front service platform “FrontSHIP” and application programming interfaces (APIs). These can be combined to implement new services faster and more efficiently, with minimal system development requirements, which also opens up the opportunity for financial institutions to collaborate with other organizations to co-create innovative offerings with minimum effort.

Blockchain

Fujitsu Financial Solution Finplex also supports digital currency payment services including Blockchain, which has the potential to revolutionize the payment business, thanks to its ability to guarantee the authenticity of transactions, provide traceability of data, and offer continuous system availability. A blockchain-based mobile payment service is one of the solutions within Finplex, allowing customers to experience cashless and cardless payment with regional or community currencies.

Elenice Macedo, Head of Financial Services Solutions, Industry Consulting and Software Solutions EMEA at Fujitsu, says: “Financial institutions are finding themselves under increasing pressure to create additional value for their customers, while offering a seamless and meaningful customer experience. They are having to position themselves as trusted partners in more areas of their customers’ everyday lives. Digital technologies such as big data and artificial intelligence will play a key role in this process. With our Finplex solutions, we are making it easier for financial institutions to turn the power of these technologies into compelling services.”

Fujitsu will demonstrate customer case studies related to the Fujitsu Financial Solution Finplex at the [Money 20/20](#) event taking place on June 26-28 in Copenhagen, Denmark. A digital banking ecosystem demonstration will illustrate the true power of digital channels in creating more customer touch points and new customer experiences for financial services.

Key advantages for financial institutions of adopting digital financial services from Fujitsu include:

- Enabling end customers to easily access a wide range of financial services, anytime, any place – by utilizing APIs and providing financial services co-created by various industries to create a digital banking ecosystem.
- Providing new services quickly through various channels, generating new touch points and new customer experiences, by using APIs to make optimal use of existing systems.
- Offering information and services tailored to the customers' needs. This is achieved through drawing on AI and big data to gain deeper insight into what customers want, while also helping strengthen the relationship between financial institutions and their end customers.

Online resources

- Read the announcement about Fujitsu Finplex being introduced to Japan: <http://www.fujitsu.com/global/about/resources/news/press-releases/2016/0330-01.html> and enhancements to the solution: <http://www.fujitsu.com/global/about/resources/news/press-releases/2016/1017-02.html>
- Visit the Finplex global web page: <http://www.fujitsu.com/global/solutions/industry/financial/finplex/concept.html>
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