



TrustBuilder – Business enabler for the next generation of retail banking services

Retail banking is in a state of flux. Over the course of the next few years, banks will adapt more and more services to their original retail service portfolio. Retail banking will become a broad digital platform for all kinds of services. In addition to an adequate IT infrastructure, this will require a new, user-friendly, flexible, and customizable identity and access management solution, capable of operating within such a diverse architecture. TrustBuilder provides such a solution. Its Identity Hub helps banks not just to manage the access to their retail service portfolio but also to expand their share in the increasingly competitive market of retail banking services.



“Improvement and expansion on the field of digital services will be the banks’ only option to defend and expand market shares against their global competition”

Today’s retail banking faces two main challenges. The **raising customer expectations** on the quality and the quantity of digital services and the **increasing competition** in the field of digital financial services. To hold their retail banking market share, banks must improve their digitized services. A task easier said than done. According to the **World Retail Banking Report 2018**¹, only 46.9 percent of mobile banking customers and 51.7 percent of online banking customers are currently feeling positive about their bank’s digital services.

¹ <https://worldretailbankingreport.com/resources/world-retail-banking-report/>



The retail banking trend towards a digital service platform

Over the past few years, customer expectations on their banks' digital retail services have increased significantly. To them, digital services – easy to access and easy to use – have become everyday tools they cannot miss. Bank decision makers have recognized this trend and the need to modify their IT infrastructure and their business model.

Banks will have to implement a new Customer Identity and Access Management (CIAM) solution that will be able to deal with the bank's new retail banking service architecture

According to a study on the current German bank market, **Branchenkompas Banking 2018²**, 93 percent of interviewed German bank decision makers confirmed that their banks already have developed strategies for an evolution towards a **digital banking service platform**. About half of the banks want to integrate 3rd party banking services (Open Banking) into their retail banking portfolio. About one third of them even would like to integrate external non-banking 3rd party services into their platform.

CIAM challenges in future retail banking

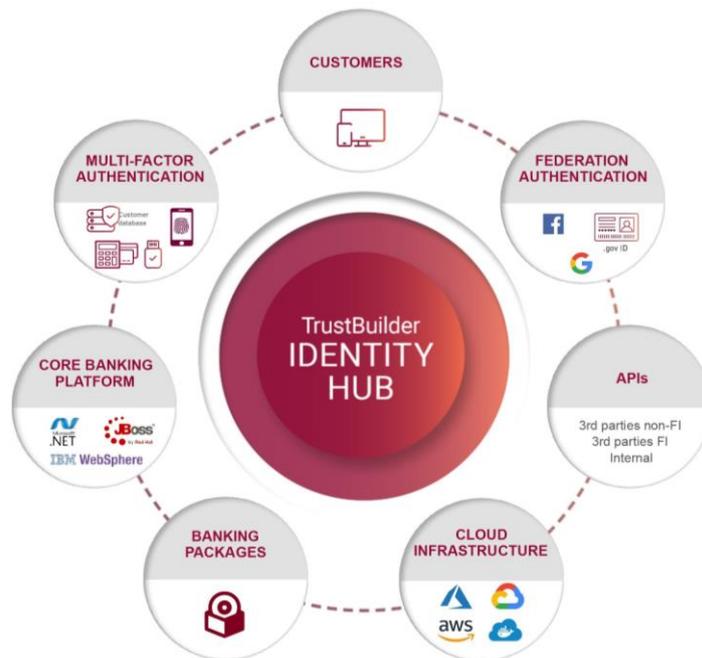
To be fit for next generation's retail banking, a CIAM solution has to meet four general requirements. It has to: provide an appealing user experience, allow a continuously digital transformation of banking services, guarantee security, and operate according to all applicable banking regulations. Also, to tackle the needs of an effective digital retail banking service platform, four further requirements have to be met:

- **onboarding** and **authentication** processes have to be kept simple, yet secure.
- Regardless of the device or the application the customer prefers to use, it must deliver a **frictionless user experience**.
- And finally, the CIAM solution must also be **compatible for services of recognized 3rd party providers**, that a bank's customer wishes to utilize. These 3rd party service providers must be allowed to access their mutual customers' information, authentication mechanisms, and data to enable Open Banking and non-financial service solutions.

TrustBuilder – fit for the next generation of retail banking

To tackle all these requirements – seamless, consistent, and easy to use – we at TrustBuilder developed a state-of-the-art CIAM platform, the TrustBuilder Identity Hub. Its advanced and flexible design enables this platform to meet the specific needs of a retail banking system in flux:

² <https://www.soprasteria.de/newsroom/news/studie-deutsche-banken-zweifeln-am-aktuellen-gesch%C3%A4ftsmodell>



Hub consolidates the user journey across application, systems and back-ends

- By using identity-related functions, the platform allows the implementation of a **highly personalized customer experience** for the end-user. Furthermore, by providing a single view on identities and attributes and triggering intrusive authentication only when the context mandates it, the Hub simplifies the onboarding and authentication experience. To foster the easy accessibility even further, **AI** - will allow banks to use less intrusive authentication mechanisms, thereby enhancing the bank customers' satisfaction.
- The Hub allows and accelerates retail banking's special needs for **digital transformation**. The Hub has been particularly designed to easily interconnect digital identity silos and speed up digital innovation. It can interconnect internal systems and external applications with internal and external identities, thereby supporting the current retail banking trend towards a digital service platform. To further foster cost-effective deployment and innovation, **Docker technologies** are supported.
- In the meanwhile, the **security** of all connected systems is maintained comprehensively and can easily be administered. Based on a dynamic, context-aware, attribute-based access control (ABAC), the Identity Hub provides a single point of security policy enforcement across all channels and applications. The Hub can be connected to and is operable with the latest multi-factor authentication technologies. Browser and mobile/API security policies are supported. Furthermore, the best-of-breed fraud-detection solutions for real-time access control decisions can be integrated.
- Finally, its built-in security and consent management features operate in accordance with **national and European banking regulations** like PSD2, GDPR and KYC that all retail banking services must meet.



Besides all that, the Hub allows banks to create, test and deploy customer identification journeys. In doing so, TrustBuilder made its Hub an effective business enabler – not just now but also for the retail banking services of tomorrow.



GUI for the defining the customer journey for authentication/onboarding

The company

TrustBuilder Corporation is a European product vendor of a state-of-the-art Identity and Access Management (IAM) solution. The company came to existence in December 2017 as a successor to the systems integrator company SecurIT, bringing on board almost 20 years of experience in implementing IAM solutions. Its TrustBuilder IDHub is a novel approach towards an IAM solution that can tackle all challenges today's Web- and API-Access Management tools have to face, but still remains user-friendly and flexible regarding a company's requirements. Based in Belgium, the heart of Europe, the company's customers currently supervise more than 40.000.000 digital user identities.

For more information go to www.trustbuilder.com