



Backbase partners with Microsoft to re-architect banking around the customer

Enter the Engagement Banking Era with our fully integrated financial services cloud stack

Stop spending on legacy – start delivering real customer value

Today's customers expect personalized digital products and processes to meet their banking needs. In order to thrive – and survive – banks need to adapt to change their mindsets and switch from the outdated legacy systems that have been holding them back.

Embracing the paradigm shift

Now is the time for financial institutions to completely re-architect around their customers, shift to a platform operating model, and put the user experience at the heart of their business. But this requires simultaneously changing a multitude of systems and technologies.

Best in class capabilities. Ready to go.

To date, there has not been a complete, best-in-class financial services offering that incorporated the top industry players. Until now.



The first pre-integrated financial cloud - **instantly available**



Unburden your bank by lowering spend on infrastructure, security, compliance, and controls.



Go fast - The Backbase/Microsoft combination enables banks to jump-start their digital transformation. Everything is instantly available in the cloud, fully industrialized and ready to go.



Differentiate from the competition. Financial institutions can reallocate maintenance budgets to innovation and start delivering value to their customers again.



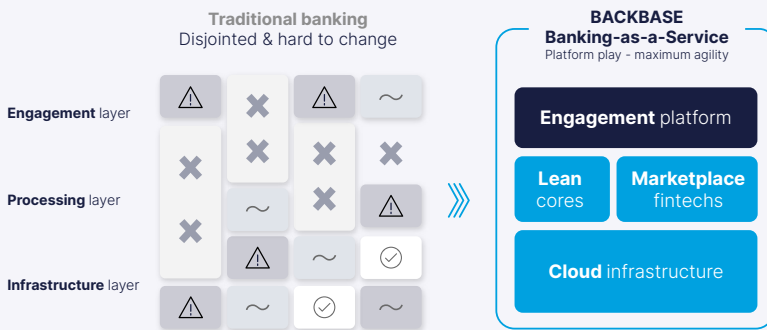
“By coming together for this partnership, Backbase and Microsoft are helping banks move away from fragmented legacy systems and innovate at the speed of digital.”

- **Bill Borden**, Corporate Vice President,
Worldwide Financial Services at Microsoft

Backbase on Microsoft Cloud for Financial Services

Microsoft Cloud for Financial Services is a select set of best-in-class industry solutions with the Backbase Engagement Banking Platform as the leading **Customer Engagement Layer**.

The **Employee Productivity and Banking Processing Layers** are made up of tools, connectors, and fintech partners, while the **Cloud Infrastructure Layer** is powered by Microsoft Azure, which provides advanced computing capabilities.



Customer Engagement Layer

The **Backbase Engagement Banking Platform** makes up the engagement layer with ready-to-go, end-to-end apps that power seamless customer journeys so financial institutions can break down channel silos with a single orchestration hub for every digital touchpoint.

Employee Productivity and Banking Processing Layers

Microsoft Dynamics 365, the Power Platform, and Microsoft 365 and Teams offer seamless interoperability with Backbase. In addition, the **Backbase Marketplace** offers additional out-of-the-box connectors to leading core banking providers and pre-vetted fintech fulfillment partners.

Cloud Infrastructure Layer

Microsoft’s **cloud technology, services, and foundational capabilities** make up the Cloud Infrastructure Layer, and the Backbase Engagement Banking Platform leverages the underlying capabilities. This infrastructure provides advanced cloud-computing capabilities for the full stack in a scalable, secure, and compliant manner.

Let’s Talk

Ready to become the bank that people love?

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