



## Today's Digital Banking: Your Digital Front Door Event Agenda

10 a.m

**Welcome**

### **Your Digital Front Door**

Our digital banking experts will discuss the critical role the digital front door plays in shaping the small business account holder experience. We'll share current research and emerging technology trends, along with a look at how small business digital banking has evolved and where it's headed next.

### **Winning with Small Businesses**

Small businesses expect their financial institution to be more than a place to hold money. They want a trusted partner that helps them get paid, manage cash flow, access working capital, and run their business more efficiently. When payments, invoicing, accounting, and lending are delivered through the digital front door, something else happens: the institution gains access to real operating data, not just banking data. That shift unlocks smarter decisions around lending, deeper engagement, and increased product adoption. In this session, we explore how financial institutions can use connected small business tools to drive deposit growth, strengthen relationships, and turn everyday transactions into long-term loyalty.

### **Table Exercise**

This interactive session guides you through a structured assessment of your institution's digital front door capabilities across four key areas: Attract, Open, Engage, and Protect. Using Jack Henry's framework, you'll rate your organization's functionality and adoption of 16 essential digital features. Through peer discussion, you'll uncover challenges, share successes, and identify actionable next steps to strengthen your digital front door and better serve account holders.

12:30 p.m.

**Lunch**

### **Reimagining the Small Business Digital Front Door**

This session explores the forces reshaping the small business digital front door, from rising owner expectations and intensifying competition to growing complexity across channels. We'll examine why satisfaction is declining, where friction exists, and how banks and credit unions can close the gaps. Learn how technologies like embedded AI, open banking, and platform integration can power a seamless, end-to-end digital front door that meets small businesses where they are.



## **Payments Opportunity Knocking at Your Digital Front Door**

Discover how a modern payments strategy can drive deposit and revenue growth, deepen small business engagement, and keep your institution relevant in a rapidly evolving market. This session explores shifting small business needs, competitive pressures, and the critical role of a cross-functional approach to payments modernization – enabling banks and credit unions to better serve, retain, and grow their small business customers.

## **Touring the Digital Front Door**

Join us for an insightful session focused on the essential features that banks and credit unions need to support modern consumers and businesses. We will be using capabilities within the Banno Digital Platform™ and the network of integrated fintechs to illustrate how consumers and business are banking digitally.

## **Cybersecurity & Fraud Teaser**

This sneak peek offers a preview of the key topics that will be explored in-depth during the Cybersecurity & Fraud Forum. Learn about the latest threats facing financial institutions, emerging fraud tactics, and the evolving tools and strategies needed to protect accountholders while securing your digital front door.

**5 p.m. – 6 p.m. Networking Event**