



## 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 importance your digital front door plays in the accountholder experience. We'll also share today's research and technology trends, including a look back at how we got here and where we are going.

##### Consumer Research

Explore insights from Jack Henry's Financial Sentiment Study to better understand what drives accountholder engagement and relationship growth. Learn how you can proactively support consumers during key life moments, build trust, and increase adoption of digital tools that improve financial confidence.

##### 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 accountholders.

12:30 p.m.

#### Lunch

##### The Future of Digital: Building a Digital Ecosystem

This session explores the forces driving change, from evolving user expectations to rising competition. We'll examine why satisfaction is declining, where friction exists, opportunities for banks and credit unions, and how technologies like embedded AI, open banking, and platform integration can unlock growth. Walk away with three strategic levers to build a differentiated, future-ready digital experience.

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

Discover how a modern payments strategy can drive deposit and revenue growth, enhance accountholder engagement, and keep your institution relevant. This session explores evolving market dynamics and the importance of a cross-functional approach to payments modernization.



## **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.

## **Financial Empowerment: Moving from Defense to Offense**

The Array platform was created to empower consumers to understand and take control of their financial lives. Today, the average person uses over 17 apps to manage their finances, many of which divert business from their primary financial institutions. Discover how deploying the Array platform enables financial institutions to take an offensive strategy, empowering end-users for future financial success at every stage of their journey.

## **Cybersecurity and 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 and secure your digital front door.

**5 p.m. – 6 p.m. Networking Event**