

# On the Radar: Worldline Digital Banking Platform responds to the new banking challenges in Europe

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Addressing the opportunities in digital banking transformation

Publication Date: 06 Jun 2019 | Product code: ENV007-000017

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## Summary

### Catalyst

The European banking industry is rapidly transforming with open banking initiatives such as the second Payment Services Directive (PSD2) creating the framework for bank customers to use third-party providers for finance management, among other things. This will drive increasingly fierce competition, as new entrants are emerging that can offer a wide portfolio of financial services in a much more flexible way than many existing players. To remain relevant in this changing environment, and to take advantage of the opportunities presented by open banking initiatives, many retail banks are either planning or in the midst of upgrades and enhancements to their digital banking interfaces. For those planning to make more substantial moves away from legacy systems, de-risking projects and delivering value quickly are key considerations. Worldline Digital Banking Platform aims to assist banks in this transformation by offering a flexible and scalable solution that takes a short time to deploy.

### Key messages

- Worldline offers banks a platform that is flexible in terms of functionality, developer portal options, and front-end customization.
- Built upon PSD2, the platform offers existing and new entrant banks the chance to exploit the emergent opportunities in a challenging market.
- Worldline Digital Banking Platform includes AI-supported analytics on both the platform and at the front-end level.
- The platform also comes with conversational AI facilities, enabling the deployment of digital assistants (such as chatbots or voice bots), which aim to foster customer engagement and reduce the cost of customer care.

### Ovum view

The European banking industry is currently under significant pressure to boost revenue, cut costs, and improve productivity, all while meeting both the challenges and opportunities present from PSD2. With new entrants to the market and third-party niche providers starting to offer customers a level of digital experience far beyond that possible with legacy systems, all players need to up their game to meet the requirements of the new environment. Building upon its strength and expertise in payments, Worldline's Digital Banking Platform offers banks the opportunity to meet those challenges, with a range of existing and planned features intended to cater for the specific needs of PSD2 and open banking. Moreover, the flexibility and high level of customization possible with the platform should help to ensure that banks are able to shift across to their new approach relatively quickly and cost-effectively.

## Recommendations for enterprises

### Why put Worldline on your radar?

From a small core of launch banks, Worldline's Digital Banking Platform has really started to make its mark in the European market over the past two years, having picked up over 30 new clients, many of which are tier-1 or tier-2 institutions. Built to cater for bank demands amid a challenging market that is experiencing significant transformation, particularly in its PSD2 focus, the platform will help Europe's existing banks stay relevant and help those new entrants to survive their early challenges. As a large global IT services group, Worldline can also support those financial institutions through their existing areas of expertise and technological capabilities. With that combination of a strong established position alongside cutting-edge enhanced capabilities, PSD2 and open banking expertise, Worldline's Digital Banking Platform should be on the radar of Europe's banking players.

## Highlights

### Background

Worldline is a public owned company, headquartered in France. Established nearly 45 years ago, it expanded via a number of mergers and acquisitions, becoming a pan-European leader in payment services. The company's geographic footprint spans France, the UK, Netherlands, Belgium, Germany, Italy, Spain, the Nordic region, Switzerland, and Eastern Europe with the recent acquisition of SIX Payment Services, employing over 10,700 people. Worldline is part of Atos Group, an IT services corporation, with a total number of around 120,000 employees. This allows Worldline to benefit from Atos Group facilities, such as its Business and Technology Innovation Centers, and R&D and AI labs, located in Europe and the US. Worldline has three Global Business Lines, each with their own portfolio of services, solutions, and significant opportunities for growth, that together form the foundation for the Group's business strategy: merchant services, financial services, and mobility & e-transactional services.

Worldline Digital Banking Platform was launched in 2010, but has undergone a number of major enhancements over recent years. It is designed with PSD2 and open banking in mind, to address the needs of both existing and new entrant financial institutions, and offering them the ability to meet consumer demand for more flexible digital platforms.

### Current position

Today, Worldline Digital Banking Platform processes more than 150 million API calls per month for several services, namely mobile banking, P2P payments, and e-subscription. Worldline's enhanced platform (with a recent major update in July 2018) and tailored European focus has seen it grow rapidly in recent years with revenue almost doubling on a year-on-year basis in 2017. The combination of Worldline's long-established expertise in European payments, along with the strategy of developing the platform to cater for the new requirements of the PSD2 era, have proven particularly attractive in its core markets. To build upon this position, there are also a number of further improvements in the pipeline, which are due to be launched over the next 18 months, including

conversational AI features serving chatbots and voice bots, APIs for online customer onboarding, biometric "know your customer" (KYC) functionality, and PSD2 regulatory updates.

Worldline Digital Banking Platform offers a broad catalog of digital services divided into core and additional (advanced) enablers subject to customers' needs and budget. On a basic level, for example, only "starter enablers" and a banking connector to retrieve data on the customer's systems are deployed. These include API management, authentication, credit transfer and direct debits, geolocation, account management, and some basic finance APIs. For customers requiring more advanced enablers, Worldline Digital Banking Platform offers conversational AI capabilities (such as chatbots and voice bots), secure messaging (including semantic analysis), personal finance management, card profiler, customer authentication, e-subscription, and onboarding features.

One important feature of the Worldline Digital Banking Platform is its highly customizable nature, at both the developer portal and front ends. The web front end and white label mobile app can both be easily customized in terms of graphics, but also in terms of functionality, upon request, via bespoke developments.

A further strength of the platform is its ability to provide detailed analytics to its customers, tracking usage both on apps and via API calls. This includes information on app usage, reports on device types and operating systems used by the visitors, their location, and the volume of pages and clicks. Analytics of transactions via API include the volume of APIs and calls, and the performance of the APIs. Analytics on app use are managed through the Open Analytics Platform, Matomo, and analytics on APIs are directly tracked through Worldline's API management layer (Apigee). In addition to the analytics provided for transactions through the app and APIs, Worldline can also support integration into a client's existing analytics platform via bespoke development.

To enable banks to compete with emerging financial services companies, Worldline has focused on streamlining the onboarding process and navigation through the digital interface. As part of this strategy, the company continues to develop its chatbot and voice-bot capabilities, to simplify the user journey, and improve user engagement. This works in conjunction with high levels of robotic process automation (RPA) to keep back-office costs to a minimum, and offer a much more efficient platform than legacy systems. It can be used via mobile and web software development kits (SDKs), as well as messaging apps (Facebook Messenger) and smart speakers (such as Amazon Alexa and Google Home). Worldline's chatbot is already in live deployments in the UK, with additional launches planned for 2019 in France, the Netherlands, and Germany.

Worldline's strategy for the next three years includes a further AI functionality development – with a natural language processing (NLP) engine update and personal financial management (PFM) predictive spending analysis improvements – as well as an upgrade of new PSD2 standards, ID proofing technologies (such as OCR and facial recognition), and ID verification based on blockchain. To accelerate banks' digital transformation and allow them to offer new omnichannel experiences enhanced by wider Worldline services and those from the startup ecosystem, Worldline also participates in the Atos FinTech initiative in order to help its customers co-create new services with fintechs via technology mashups or service bundling.

## Data sheet

### Key facts

<b>Product name</b>	Worldline Digital Banking Platform	<b>Product classification</b>	Digital banking platform
<b>Version number</b>	3.0	<b>Release date</b>	January 2019
<b>Industries covered</b>	Banking	<b>Geographies covered</b>	Europe
<b>Relevant company sizes</b>	Tier 1, 2, and 3	<b>Licensing options</b>	SaaS hosted in Worldline private data centers
<b>URL</b>	<a href="https://equensworldline.com">https://equensworldline.com</a>	<b>Routes to market</b>	Direct
<b>Company headquarters</b>	Paris, France	<b>Number of employees</b>	10,700

Source: Ovum

## Appendix

### On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. Although On the Radar vendors may not be ready for prime time, they bear watching for their potential impact on markets and could be suitable for certain enterprise and public sector IT organizations.

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### Ovum Consulting

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