

Stay top-of-wallet: How card issuers can overcome digital friction

Unlock credit and debit card programs that lead the market

A Q&A for financial institutions



FIS

As money moves between banks, consumers, businesses and beyond in a complex, never-ending cycle, credit and debit cards continue to play a leading role in the payment experience. To stay competitive, card programs must offer innovative, always-on technology and engaging experiences to meet customer expectations, drive growth and differentiate from fintech competitors.

FIS is the Gold Winner of the Juniper awards for Modern Card Issuing platform 2024. Below is a Q&A on how FIS can help financial institutions tailor digital experiences for market leading card services.

Q. How is FIS uniquely positioned to provide solutions in the card issuance market?

The digital issuing space, especially the debit space, is a fractured marketplace. You have the core, the debit processor and the digital platform. All three of these can be with a single provider like FIS – or they can be from three different providers, and getting those three ecosystems to work together is complicated. The goal of our solutions is to take that complexity out by strengthening our own solutions, but also assisting the issuer on that digital journey, being consultative and working with their other vendors.

And once the issuer successfully issues a card, how do they position it for top of wallet and maintain that position? Once the issuer loses the top of wallet, it's almost impossible to get back to that top spot again. You have to identify your friction points and remove them so the digital-first consumer doesn't abandon the experience. And in this digital landscape, it's never been easier to move your debit business to another financial institution. You can do it in five minutes. So attracting that digital-first consumer, and then retaining them over time, is the real challenge in debit. Digital card issuers are just one piece of a very big digital ecosystem.

Through market-leading, end-to-end credit, debit and prepaid solutions, FIS Payments One™ enables card issuers to blend the latest digital and fraud technologies with robust transaction processing to deliver fast, simple, seamless and secure payment experiences.

Q. How do you see the card issuance market evolving, and how is FIS positioning itself to address these changes?

The card issuance market is undergoing a profound transformation driven by the digital evolution of banking and changing customer expectations. Today's cardholders demand seamless, real-time access to their debit and credit card services, prompting issuers to rapidly adapt. The pace of innovation is accelerating, competition is intensifying, and non-bank fintechs are gaining market share, challenging traditional financial institutions to rethink their strategies.

However, this shift also presents an opportunity for established banks and credit unions to differentiate themselves with cutting-edge digital card management solutions. FIS is uniquely positioned to support institutions in meeting these challenges head-on. Payments One goes beyond a traditional card processing platform – it empowers you to deliver exceptional customer experiences while maintaining a competitive edge. Its robust, modular architecture integrates advanced functionalities into a unified, reliable ecosystem that simplifies card processing and enhances operational efficiency. With Payments One, FIS equips card issuers with the tools they need to stay ahead in a rapidly evolving market and foster long-term customer loyalty.

Q. How does FIS overcome the challenge of legacy systems when issuing cards?

When banks process card payments on legacy mainframe platforms, they need to bolt on a new, disparate system every time they extend or launch new services. That leaves them working with a range of software vendors and makes it more complex and costly to run card programs and add new payment products and solutions.

By providing a unified, modular platform of open, well-integrated technology for debit and credit card processing, you can reduce the high overhead of running a fragmented, multi-vendor technology environment and run a more cost-effective card portfolio.

Q. How is FIS moving to meet a digital-first card issuance landscape?

Payments One delivers an ecosystem of flexible, modular technology. Offering a full suite of solutions and services, we take on as much – or as little – of your debit and credit card programs as you need. Our global network simplifies deployment by enabling you to code once and seamlessly launch functionalities anywhere. This streamlined approach reduces your total cost of ownership while empowering your business to stay ahead of the competition.

With real-time dashboards and actionable insights, our data-driven solutions go beyond card issuance. Gain a deeper understanding of your customers' spending behaviors, manage risks effectively and uncover opportunities to maximize revenue. Payments One delivers what you need to transform card programs and meet the demands of today's digital landscape.

Q. What recent innovations has FIS made to its card issuance product?

The modular architecture of Payments One allows FIS to constantly develop new features and build in innovations. For example, Payments One Focus, a powerful analytical tool for the card portfolio, gives you a near real-time view into your portfolio, providing actionable insights for success. And access to API marketplace FIS Code Connect™ allows for easy integration with other applications, so financial institutions can continuously evolve and enhance their card offerings to meet changing customer expectations.

Meanwhile, FIS' fraud and digital solutions keep Payments One delivering performance and functionality that exceed market standards, with an integrated solution for BNPL transactions being among the first – if not the first – to market for a card processing platform.



Q. How does FIS promote financial inclusivity and accessibility with their card issuance solutions?

We have a large breadth of issuers, from large financial institutions to the very, very small. Because our services can be scaled and can work across these different types of institutions, our solutions can be used in different markets. For example, our small community banks have a unique value proposition to their communities. But they can have the same accessibility to credit and debit products that the customers of a large global financial institution do.

FIS has the scale and capability to support multiple types of card programs, such as secured cards. Financial institutions have a lot of controls in their FIS solutions to customize the experience and make it more accessible for their cardholders.

Community banks and credit unions play a key role in financial inclusivity and accessibility across a wide spectrum of consumers in the North American market. And it's our strategy to continue to grow and provide services for these key segments. Once these services are in place, we also work to make them as competitive as what consumers might find in other digital-first neobanks and large banks.

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Keep your card top-of-wallet with card programs that maximize efficiency and engage customers on a deeper level. Get started today at [FISglobal.com](https://www.fisglobal.com).

FIS Card Solutions help move money more effectively.
Our **technology** powers the global economy across the money lifecycle.



Money
at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.



Money
in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.



Money
at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit FISglobal.com. Follow FIS on LinkedIn, Facebook and X (@FISglobal).

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