Supporting e-commerce in Australia
28 April 2016
eWise background
In 2000 eWise invented client-side aggregation, a unique way for users to privately and securely aggregate, store and manage their personal financial information.
Global presence

Founded in 2000 and backed by leading Venture Capital firms. Patents held in the USA, Europe, Australia and Asia.

Used by leading financial brands
eWise solutions
The consumer-centric Personal Data and Money Management solution
AEGIS enables consumers to safely aggregate, store, manage and share their sensitive financial information with trusted service providers. The AEGIS platform can be used through APIs to build financial services apps.

Money Manager is the white-label solution for Account Aggregation and Personal Financial Management. Help your customers understand and manage their money better and provides you with tools to enhance engagement and expand relationships.

Explore more than just your classic financial transactions and CRM data, our powerful enrichment and analytical capabilities transform your data into valuable and actionable information.
Consumers need to simplify their personal data management without compromising their privacy.
Aegis is the secure consumer-centric data and money management solution
The safest place for sensitive financial data

eWise AEGIS enables consumers to safely aggregate, store, manage and share their sensitive financial information with trusted service providers.
eWise Personal Data Vault is a personal data management solution that enables customers to retrieve, store and view personal information on their own device.

**eWise Apps**
- Personal Money Management

**Requesting Parties**
- Comparison Websites
- Banks
- Financial Advisors
- Mobile Wallet
- Financial Apps
- Others

**eWise Personal Data Vault**
- Permission Management
- Personal Financial Data
- Active Content Agents (ACA)
- Aggregated Data Broker

**Consent / Permission Based Data Sharing**

**Data Sources**
- Banks & Investments
- Credit Cards
- Lifestyle & Reward Programs
How is it different?

100% Private
Secure
Portable
Immune to blocking
Legal & compliant
Supports multi-factor authentication

eWise Aegis

The customer may grant permission to their data. Data not retained or used by eWise for any purpose

The Personal Data Vault resides on the consumers chosen device using AES-256 encryption

Securely stored by the customer on their desktop, mobile device or in a private cloud

Can’t be blocked by aggregated institutions

Client-Side technology >>> NO disclosure of user logins or passwords to you or any third-party

A "customer always present" solution supporting all forms of multi-factor authentication which may be used to authenticate the user during data aggregation

Competitors with server-side aggregation

Data retained and in many cases identifiers removed, aggregated and sold

Data collection can be performed at any time using credentials previously collected from the customer and stored on the third-party server

Customer data retained on bank or third-party server

Easily blocked by aggregated institutions, looks like a DOS attack

Server-Side technology >>> customer provides online credentials to a third-party

Difficulties with multi-factor security (e.g. one time password) due to server-side architecture
The white-label solution

Account aggregation
Categorisation
Spend analysis
Cash flow forecasting
Budgeting
Goal setting
Alerts and notifications
Analytics and reporting

Money Manager
Customer Case Studies

How eWise supported e-Commerce in Australia
Customer Segment Types (Non-Bank)

B2B Fintech - Mogo

- Australian Fintech company
- Real-time income verification for online loan processing for online lenders
- Built on the eWise Account Aggregation solution
- Provides consumers with the ability to securely package up their online banking transactional data
- Help streamline lending decisions
- Increase in loan take up rate from 50% to 85%
- MOGObankconnect is live with two of the largest credit bureaus in Australia and in
Use Case: A Medium Retail Bank

Deployment Model: eWise Money Manager PFM is The Product

First 30 Days of Launch

- 1,834 budgets established
- 56,000 budget views
- 18,000 financial calendar views

HIGH ADOPTION & ENGAGEMENT

1.01 visits per user/day

Source: eWise Customer 2015
Monetising Money Manager Investment

>>> Greater than 35% net revenue increase per customer

- 400% increased daily visits by customers
- 50% less churn (measured by accounts closed in month)
- 130% increase in transaction value
- 125% increase in transaction volume
- 45% increase in product density
- 30% increase in balance value

Source: eWise Customer 2013
Customer Segment Types

SME/Corporate Banking

- Proactive financial management
- Facilitate simple funds transfer between institutions to ensure the working capital needs of the business are met
- Maximizing interest by alerting when funds are in excess of working capital requirements
- Provide pre-approved lines of credit based upon accurate risk assessments
- Automate elements of KYC and on-boarding processes
- E.g. a new SME Bank in UK
Retail Banking

- Proactive financial management for individuals
- Automated customer and income verification
- Access to tailored, pre approved products and services
- Enable international account linking/transfers for seconded workers
- ’Concierge’ services e.g. hotel/airline loyalty aggregation, utility comparison services
- E.g. Westpac, First Direct, ‘big 4’ UK Bank
Customer Segment Types

Wealth Management & Private Banking

- Private/HNW clients are multi banked
- Provision of holistic advice at client level as opposed to at Bank level
- Manage exposure across regions, currencies and instruments
- Avoid disintermediation of bank
- E.g. Aggregation Fintech in Singapore
Customer Segment Types

Insurance

- Track all insurance policies and premiums
- Optimize premiums and take care of contract changes, cancellations
- Identify gaps in insurance coverage
General Benefits

Data Aggregation & Money Management

• Increased customer loyalty, reduced attrition
• New customer acquisition
• Improved cross selling rates
• Reduced credit risk
• Direct fee income
• Deeper customer insights
• Reduced costs in other channels
• Reduces disintermediation of financial institution
Thank you