

OPEN BANKING IN SWITZERLAND

3 ELEMENTS

The SBA defines open banking as a business model based on the

standardised



and



secure

exchange of data between
the bank and

reliable



third party providers

SUCCESS FACTORS FOR THE FINANCIAL CENTER

1

Clear strategic
positioning by Banks

2

Business domain specific
API standardisation

3

Market-driven
regulatory approach

OUTSOURCING VS. OPEN BANKING

Control over offering	Bank	Third Party
Customer consent required?	No	Yes
Impact on Supply Chain	Integrated	Depends on Business Strategy
Third party acts...	...on behalf of, instructed by, and in the interest of the bank	...primarily in the interest of the customer

STRATEGIC POSITIONING OF BANKS



Integrated role



Supplier role



Orchestrator role



Aggregator role