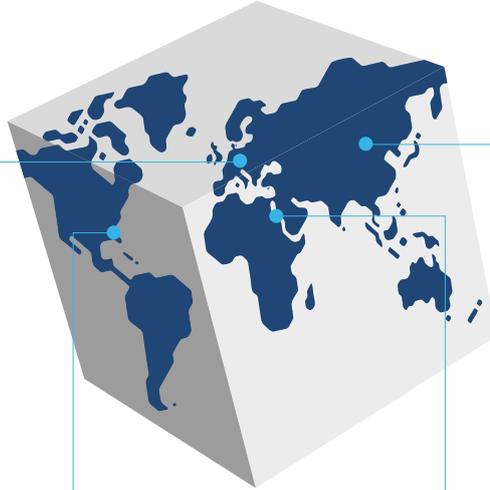




Our market opportunity

# GROWING OUR GLOBAL OPPORTUNITY



## Europe

**22**

Offices in the region

**42%**

Total revenue

**39%**

Total software licensing revenue

## The Americas

**17**

Offices in the region

**23%**

Total revenue

**27%**

Total software licensing revenue

## Middle East & Africa

**8**

Offices in the region

**15%**

Total revenue

**13%**

Total software licensing revenue

## Asia Pacific

**21**

Offices in the region

**20%**

Total revenue

**21%**

Total software licensing revenue

### Key industry trends

A number of technology trends are driving change across the banking landscape and influencing the approach banks take to their IT renovation.

#### Cloud

The use of on-demand computing resources to host software and data is driving down the total cost of ownership and reducing risk for incumbents, as well as lowering barriers to entry for new entrants to banking, as costs can scale according to business volumes.

#### Artificial Intelligence (AI)

The move to utilizing AI in helping customer interaction, for example through robo-advisors, chat bots and automated product recommendation systems, in transactional processing and with operational efficiency and in risk and compliance. Recent advances in Explainable AI, which allows for the rationale in automated decisions to be understood by humans, have further advanced the rate and scope of adoption.

#### APIs

The move to Open Banking is both a risk and an opportunity for banks. There is increasing pressure on banks to support interfaces that allow third parties to access their customer data, and banks with modern, Open API platforms are better able to take advantage of third party innovation to improve their customer service.

#### Big data

Banks have vast quantities of uniquely valuable data on their customers, however they are only just starting to use analytics to leverage this as a competitive advantage. Banks have the potential to improve customer service, increase product penetration and reduce risk, through the use of this data.

#### Mobile

Banking has seen exponential growth in the number of interactions and transactions taking place through mobile devices. Banks need to ensure they can provide their customers a complete banking service with minimal friction. Those banks with the best mobile service will be able to better attract, retain and cross-sell products to their clients.

### Addressable bank IT spend

Consistent growth in our addressable market



Source: IDC, Ovum, Celent, Temenos estimates.