Rabobank's transition to Embedded Finance

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What can you expect?

- Insight into Rabobank's transition towards Embedded Finance
- Hearing more about our lessons learned
- A little bit of inspiration

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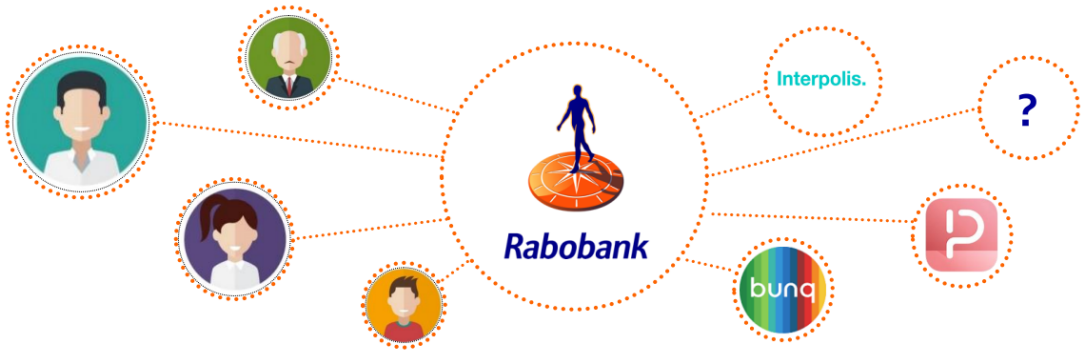
How it started



Rabo Banking-as-a-Platform

Vision Platform 'Financial Wellbeing'

Management Summary

April 18st 2019
V1.1

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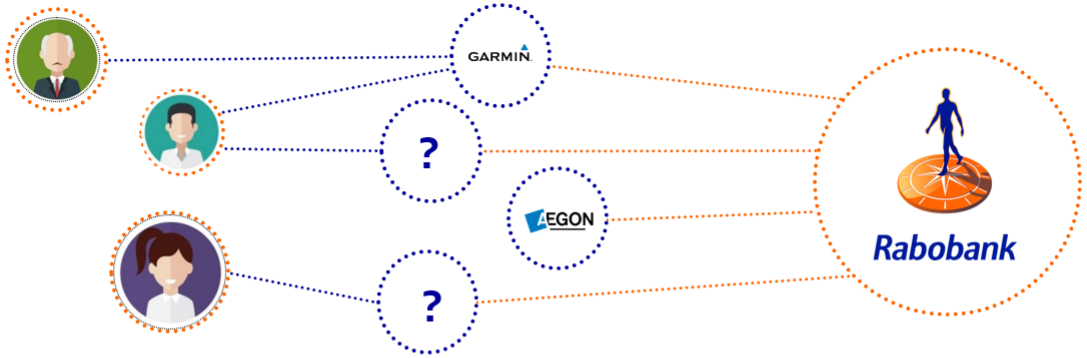

Business Vision – Banking as a Service

Retail NL

V1.0 | June 2019

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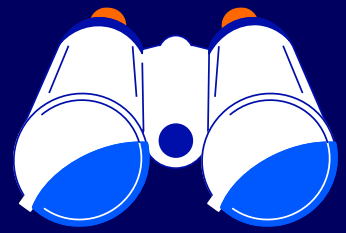
Rabo Embedded Services

Jouw platform, mét de kracht van Rabo

Current state

de coöperatieve Rabobank



Rabo Embedded Services is a key
strategic priority
for the Business Clients Strategy and
Daily Business Banking.

>25 APIs live
on our Rabo Developer Portal.

Tipping point **PSD2 vs**
Commercial API traffic (50/50)
reached in August 2022

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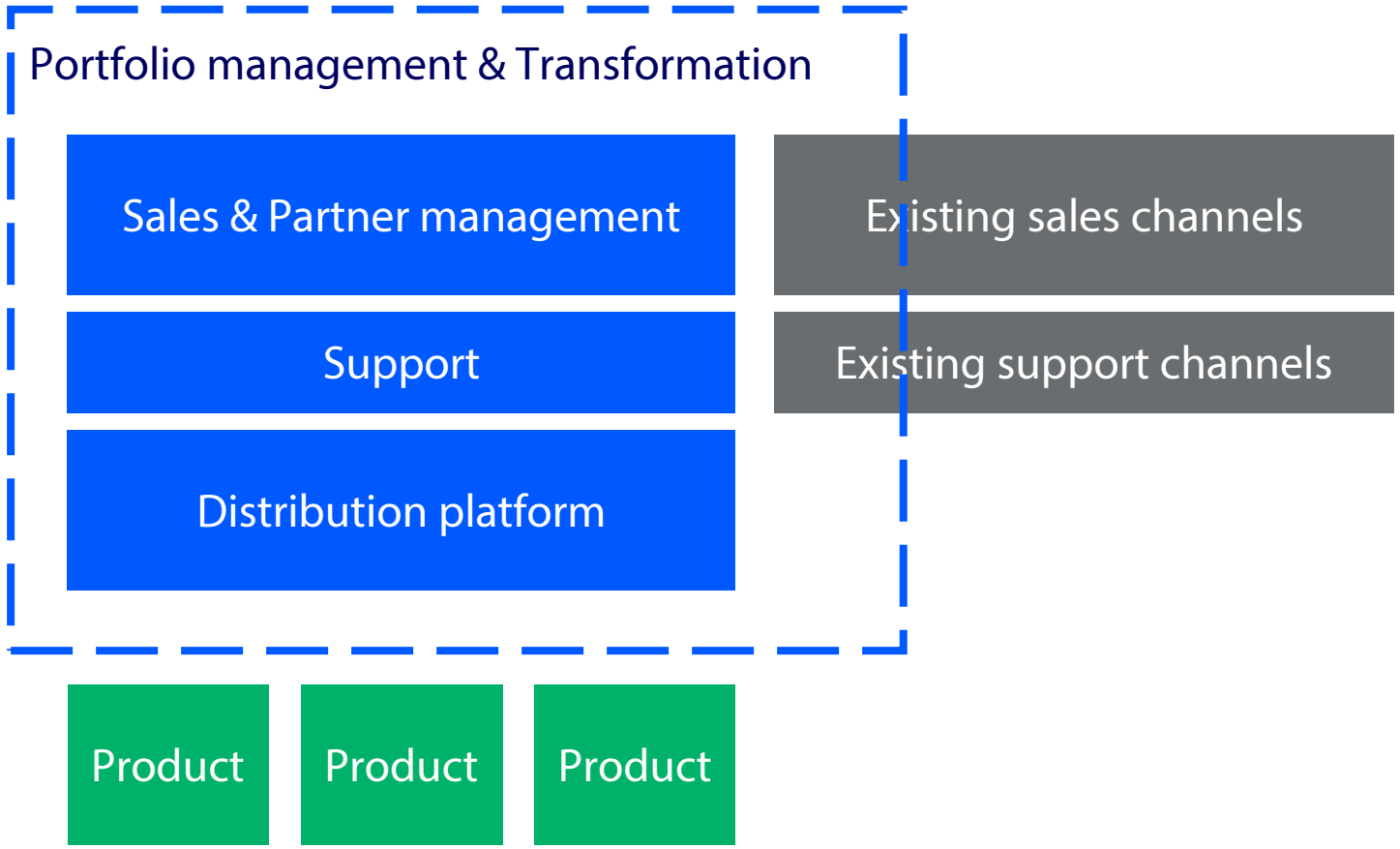
Operating model



Semi-central sales & support

Central distribution platform

Decentralised product development

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“It is not the strongest species that survive, nor the most intelligent. It is the one that is most adaptable to change.”

Charles Darwin

The Why

Success

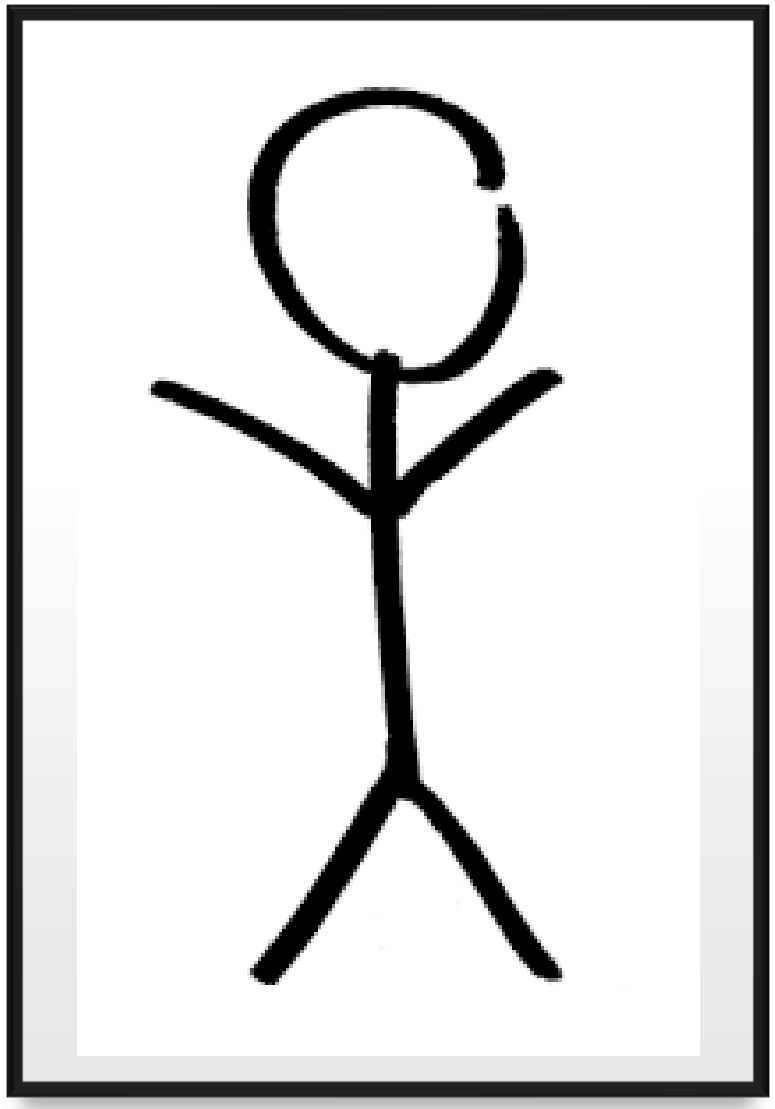
How

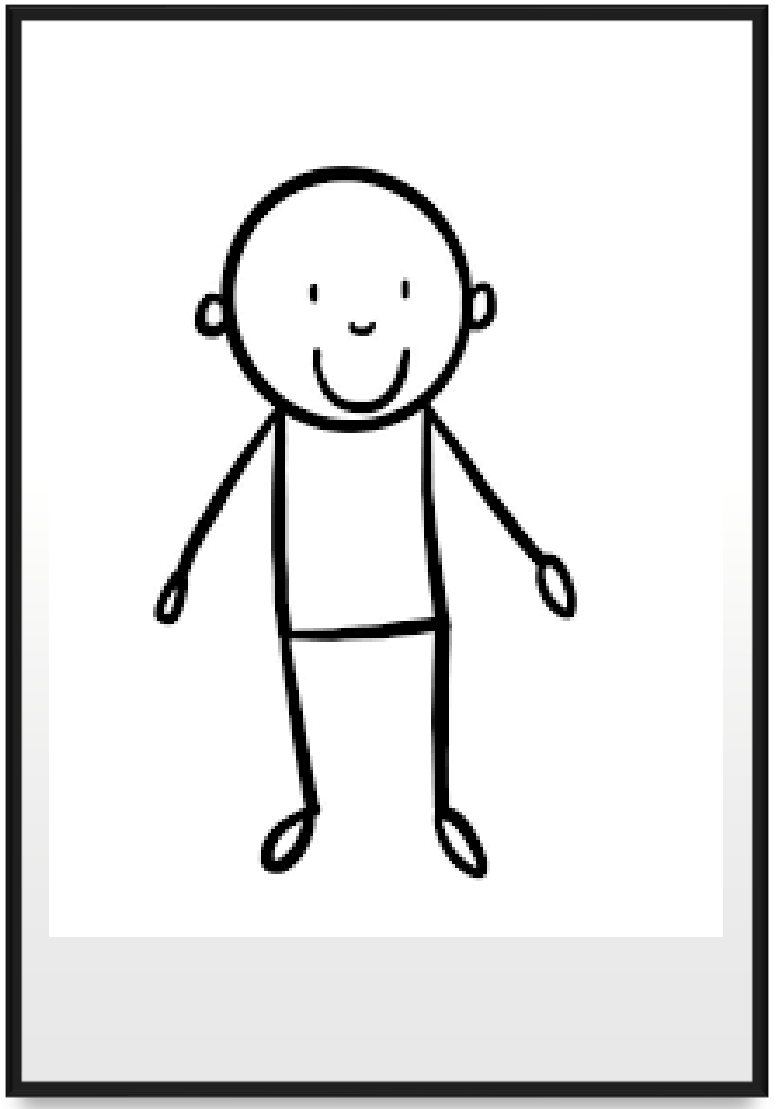
The Why

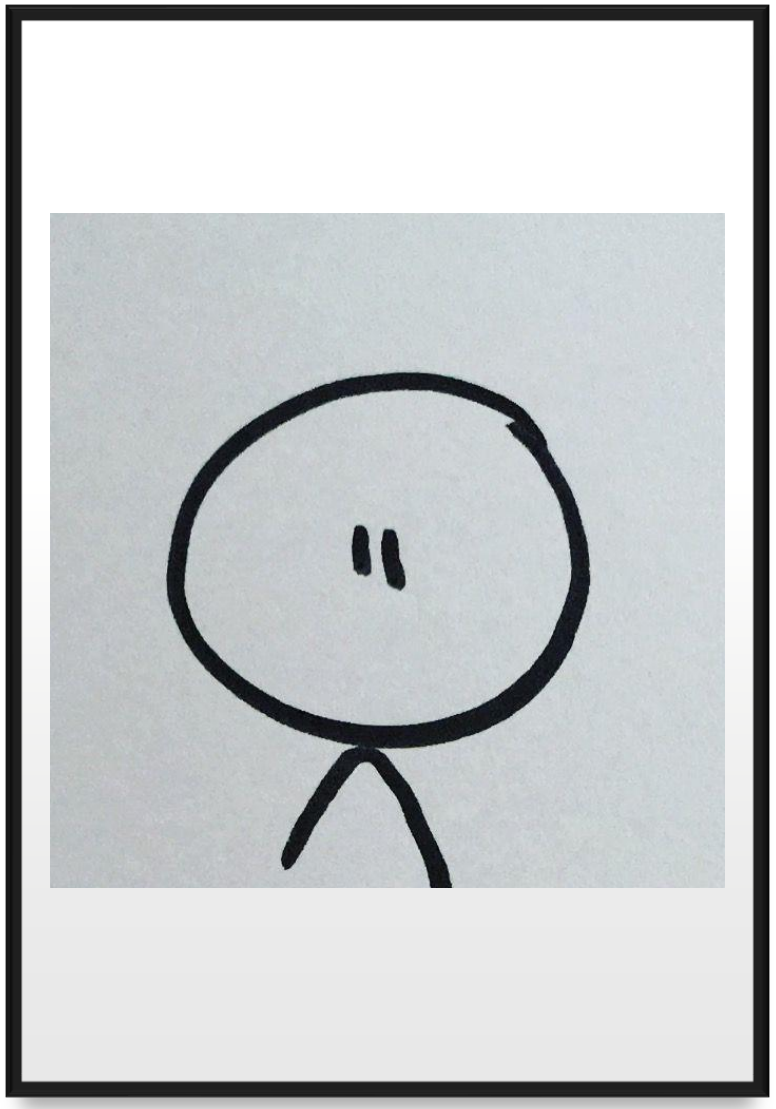
Of Embedded Finance *internally*

“What you see depends on where you stand.”

Albert Einstein







"The Aligned Why"

"The Adjusted Why"

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It’s about what you (think) you see
It’s about what the other (think) (s)he sees
It’s about aligning your views

Yes, we need to act!

The Why

Aligning the why’s to get to action

Success

Of Embedded Finance
internally

Triple-digit growth

Success

Shaping the story around success to accelerate action

How

Of Embedding Embedded Finance *internally*

Developing a high-level vision

High-level strategy formulation

Business strategy integration

Contributing to strategic projects

Setting ambitious KPIs

Integrate KPIs in existing structure

Steering on KPIs

Distribution channel market research

Product-partner market research

Create framework of urgency

Evangelise our story internally

Present in MTs

Have many one-on-one's

Share warning news articles

Setting up portfolio management

Creating portfolio report

Professionalising portfolio report

Setting up API producer Journey

Evangelising API producer Journey

Continuously improve API prod. journey

Setting up API Health standards

Standardise & improve API onboarding

Customer research to improve Portal

Create Developer Journey

Bring APIs live

Delivering customer support

Partner management framework

Investigate new integrations patterns

Setting up Embedded Services Steerco

Deliver product consultancy

Develop business cases

Professionalise Go-to-markets

Help to get priority

Help to get capacity

Escalate impediments

Solve every road blocker

Discovery workshops

Follow-up and chase chase chase

Organise internal events

Setting up internal community

Find and support evangelists

Never give up

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Find and support evangelists

Never give up

Plain Hard Work

Belief
Energy
Dedication

Trust
Resources
Commitment

How

Be prepared to do the work it takes, there is no easy road

What is your next action?

“It is not the strongest Bank that survives, nor the most intelligent. It is the one that is most adaptable to the world of Open Finance.”

Align the why’s to get to action

Shape the story around success to accelerate action

Be prepared to do the work it takes, there is no easy road

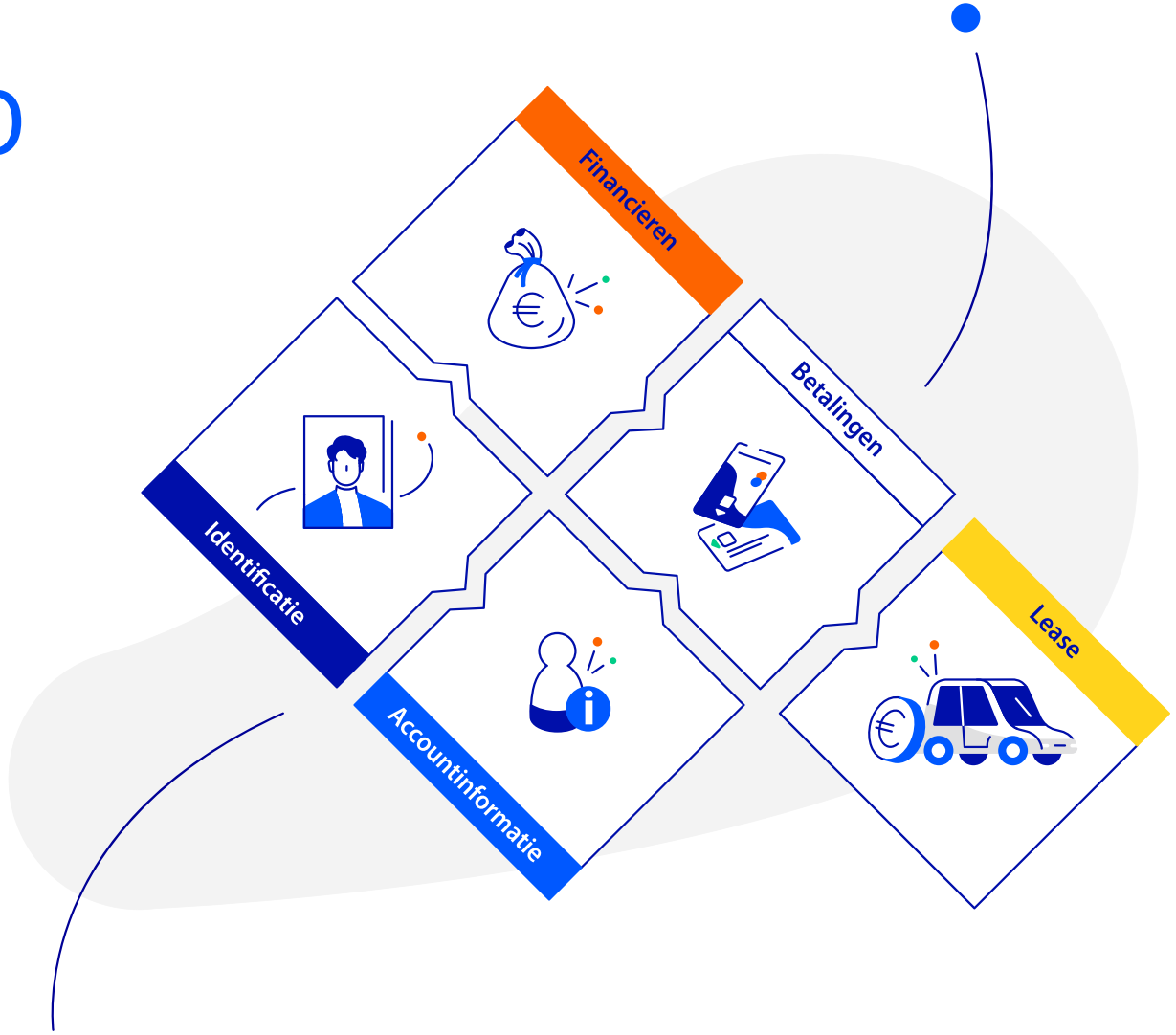
Rabobank's Embedded Services portfolio

WE HAVE SERVICES IN **FIVE DOMAINS** WHICH CAN BE EMBEDDED INTO PLATFORMS

We don't simply stop at offering services around payments. No, we also offer services in the areas of financing, leasing, identification and account information.

A complete portfolio!

Rabo Embedded Services
Rabo Developer Portal



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A **WIDE RANGE** OF EMBEDDED SERVICES FOR PARTNERS AND CUSTOMERS

Embedded Payments

Business Account Insight
"I have insight in my business account."

Payment Request
"I can create and manage payment requests."

Batch Payments
"I can initiate batch payments."

Business (single) instant payment
"I can use automated (single) business instant pay-out (EUR) without separate redirect to bank."

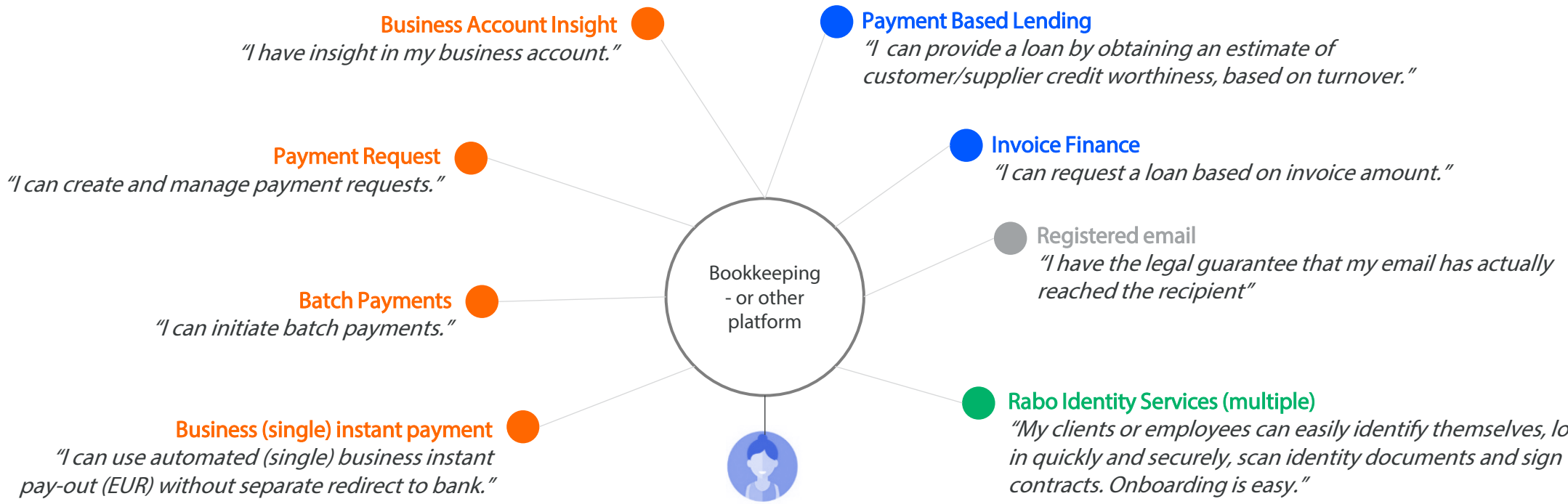
Embedded Lending

Payment Based Lending
"I can provide a loan by obtaining an estimate of customer/supplier credit worthiness, based on turnover."

Invoice Finance
"I can request a loan based on invoice amount."

Registered email
"I have the legal guarantee that my email has actually reached the recipient"

Rabo Identity Services (multiple)
"My clients or employees can easily identify themselves, log in quickly and securely, scan identity documents and sign contracts. Onboarding is easy."



"As an entrepreneur, I can use a lot of Rabobank embedded services in my Bookkeeping software."

Rabo Identity Services
iDIN, DigiD, eRecognition, Digital signing, InkSign, ID scan, IBAN Name Check, etc.

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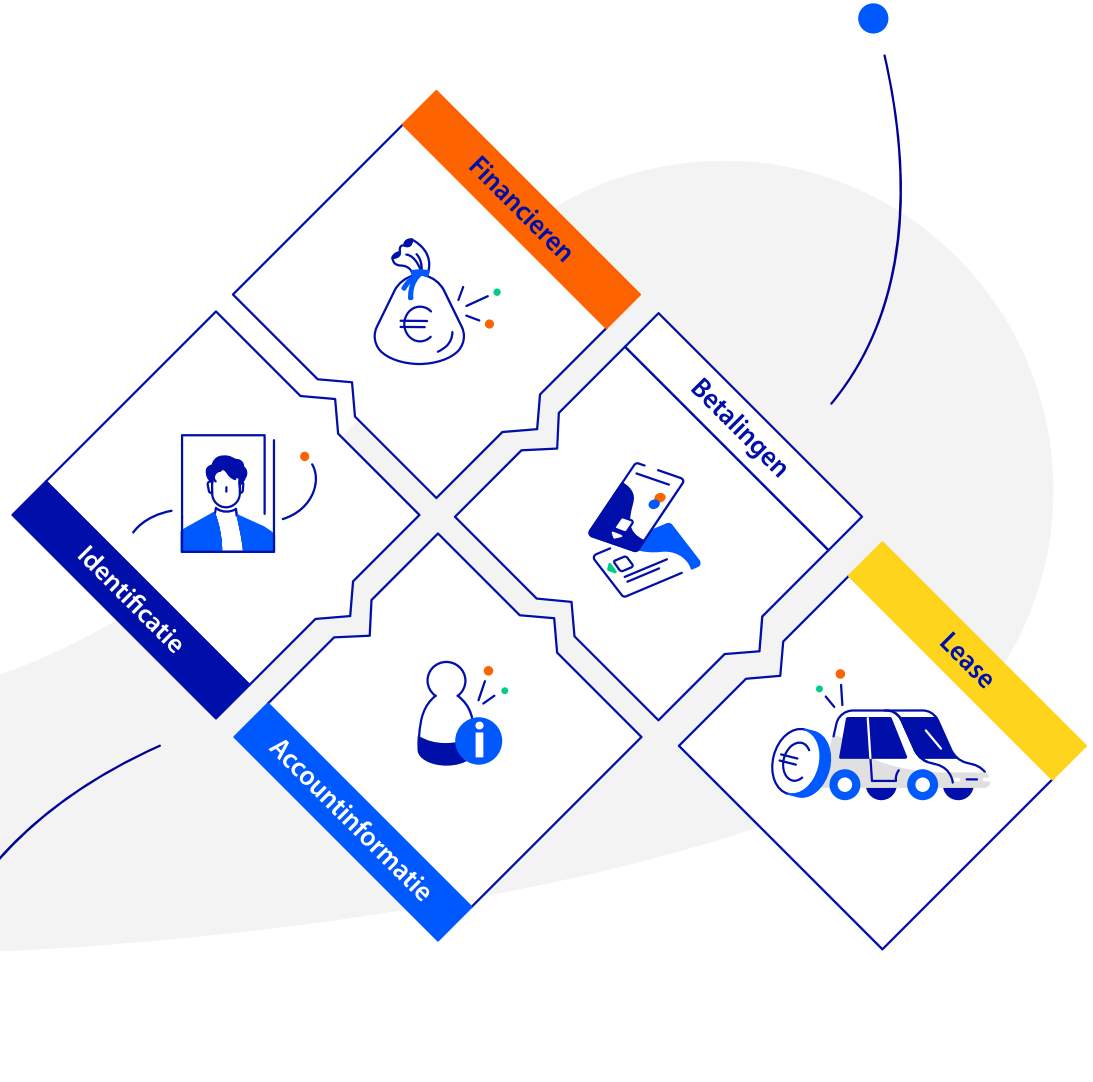
WITH **NEW PRODUCTS** BEING DEVELOPED AS WE SPEAK…

- Account notifications
- Credit worthiness
- Opening accounts
- Mortgages
- Savings

and more…



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… THANK YOU FOR YOUR ATTENTION! **QUESTIONS?**

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