

FINASTRA

# The Fusion Orbit partner program

How to drive business growth as a Finastra partner



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# Introduction

## Take your first step to success

Join our mission to drive growth across the market as part of Finastra's Fusion Orbit partner program.

We provide the tools you need to win business faster, expand your customer base and maximize results from existing investments.

**Trust, collaboration** and **mutual success** are at the heart of the program – we empower you to own your future.

-  Develop new revenue streams
-  Drive results from existing investments
-  Maximize opportunities in financial services
-  Deliver new services to your customer base
-  Tackle challenges and elevate success

# The benefits





# Together we open up your financial future

Understanding your needs allows us to set you up for greater success. It means we can help you deliver a competitive advantage and ultimately, win more business.



## Unlock a unique opportunity to maximize your market

Our solutions enable you to extend your market reach and discover an estimated \$1BN minimum annual global opportunity across the total addressable market.



## Grow new revenue streams and expand your customer base

We give you access to the world's largest range of marketing leading solutions, enabling you to grow new revenue, break into new markets faster and deepen existing customer relationships.



## Access unrivalled enablement and guidance

We offer unrivalled training, certification and dedicated support throughout the lifetime of the program to help you reach your goals.



## Develop a partnership built on transparency and trust

We work with you to create joint business plans, allowing us both to reach our objectives and celebrate mutual success.



We have been in the market for many years and have had many partnership arrangements with large multinational companies. **Finastra's process to become a partner was the most organized and complete... it included very structured and comprehensive market qualifications. We had full access to product specs in order to define the offering, and we have worked with a very professional partner team at Finastra. Finastra's partner team helped us navigate the process smoothly and fully in the spirit of partnership**"

Constantine Serros,  
Uni Systems



# What it takes to **join** the program

From the moment you start your journey with the Fusion Orbit partner program, we're united in moving forward. So, what do you need to become part of the Finastra family?

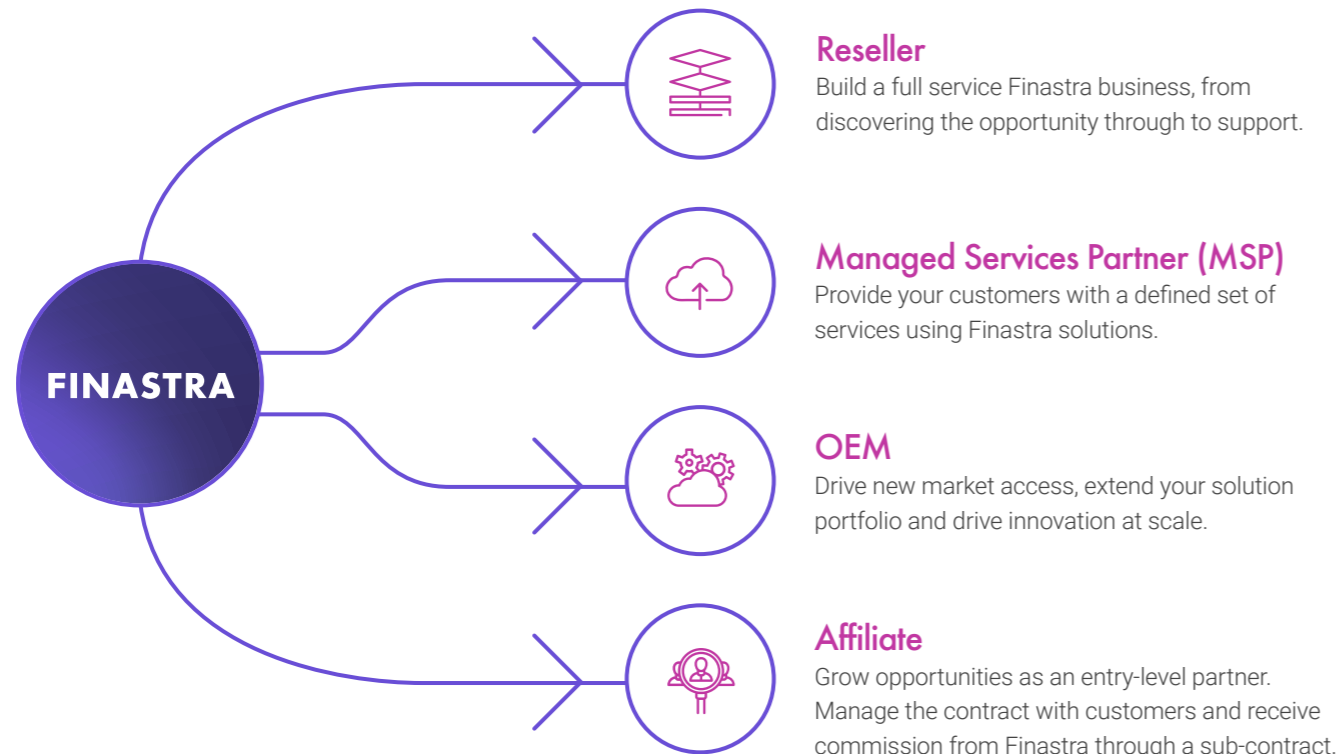
- The experience to align with our market-leading and award-winning solutions in the following categories: Retail Banking, Corporate Banking, Payments, Treasury and Capital Markets, Lending or Enterprise Risk
- Extensive geographical presence and expertise, with the desire to expand into new locations. Plus, compliance with local and international regulations
- The capability to recognize an opportunity and proactively develop it into a new business relationship
- The capacity to invest, so that together we can develop your business around the Finastra opportunity



# Routes to becoming a partner

We offer four distinct routes to market, each with a tailored onboarding process to support you on your journey.

What sets us apart from other partner programs? Your route is mutually agreed, based on your engagement model and unique goals.



## Whichever route you take, we provide:

- A customer base of 9000+ financial institutions in over 130 countries
- Use of the Finastra brand, joint press releases and reciprocal digital promotion
- Unlimited access to digital enablement tools, go-to-market resources, and sales training and certification via a dedicated partner portal



# Routes to market

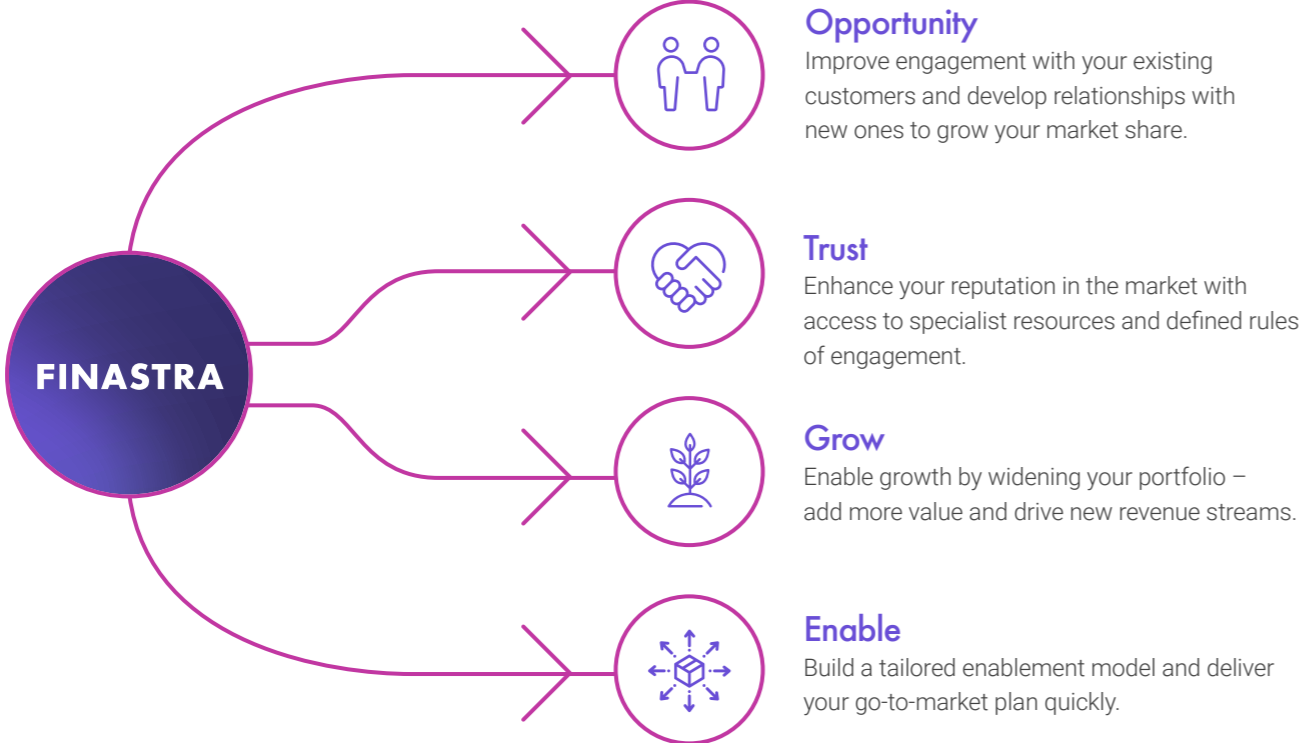




# The Reseller route to market

Build your own Finastra sales and service business, from discovering the opportunity and implementing it, right through to running a smooth operation.

As a Reseller, you'll own the end-to-end customer experience.



## Your step-by-step journey

**Discover**  
We'll mutually choose your route to market based on our shared goals.

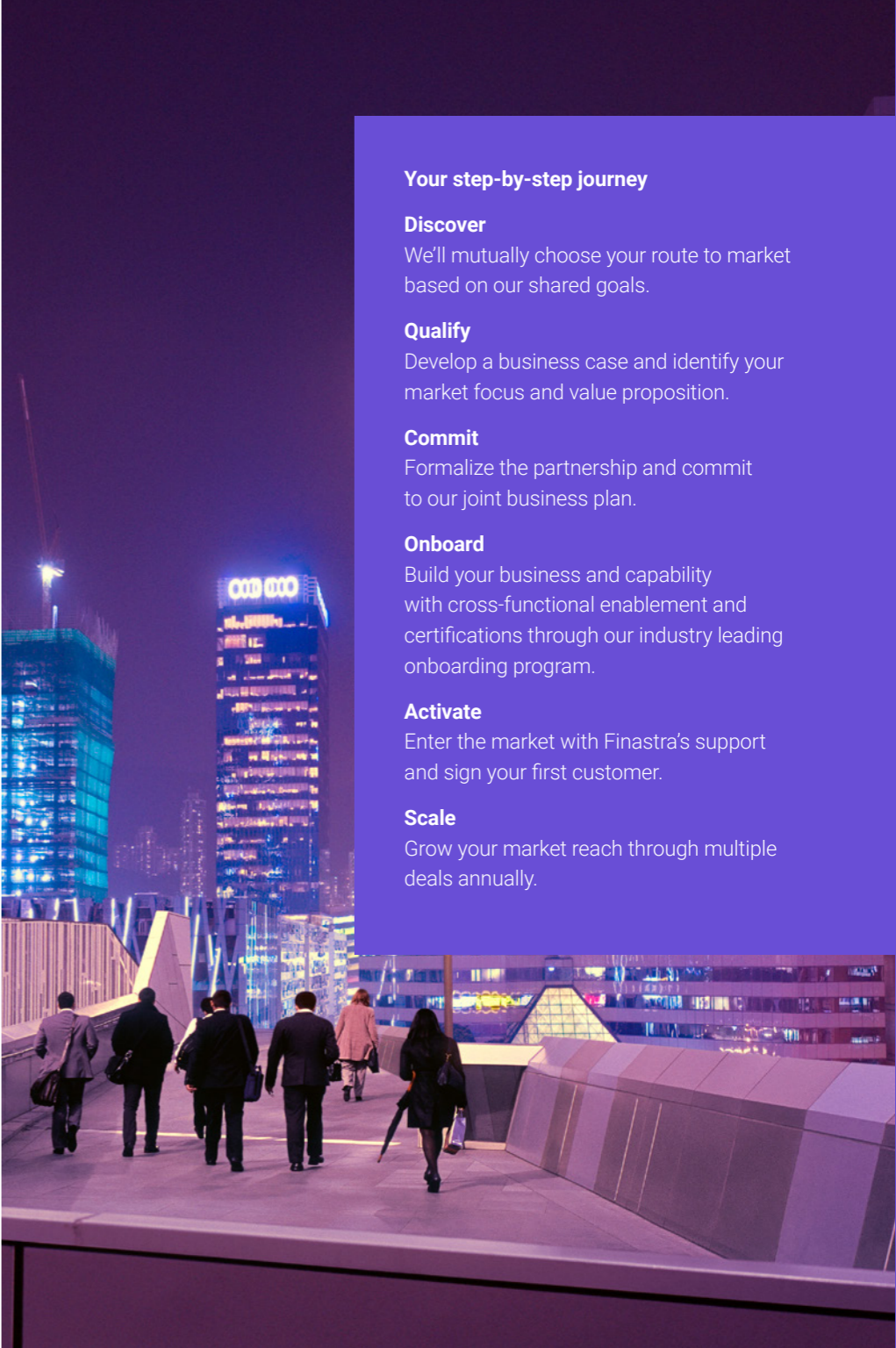
**Qualify**  
Develop a business case and identify your market focus and value proposition.

**Commit**  
Formalize the partnership and commit to our joint business plan.

**Onboard**  
Build your business and capability with cross-functional enablement and certifications through our industry leading onboarding program.

**Activate**  
Enter the market with Finastra's support and sign your first customer.

**Scale**  
Grow your market reach through multiple deals annually.



# How we empower you to succeed as a Reseller



## Engagement

A dedicated team, led by a Partner Success Manager will support you continuously through your partnership journey.



## Marketing

Access to a marketing professional, and the tools and collateral to deliver campaigns.



## Sales

Bespoke sales training and guidance from your dedicated team for generating leads, and pre-sales training on running customer demos.



## Implementation

FCA/FCI training to certify your implementation capability.



## Support

Unrivalled investment and support to help you keep opportunities on track and get the most from the partnership.

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For new partners, Finastra represents an organization you can trust. Finastra is an organization that provides an opportunity for you to dominate your market when it comes to banking technology. Finastra enables you to put your best talent forward and take advantage of opportunities put before you. But you must be ready to make investments in talent, in your market and in people – the Finastra people//

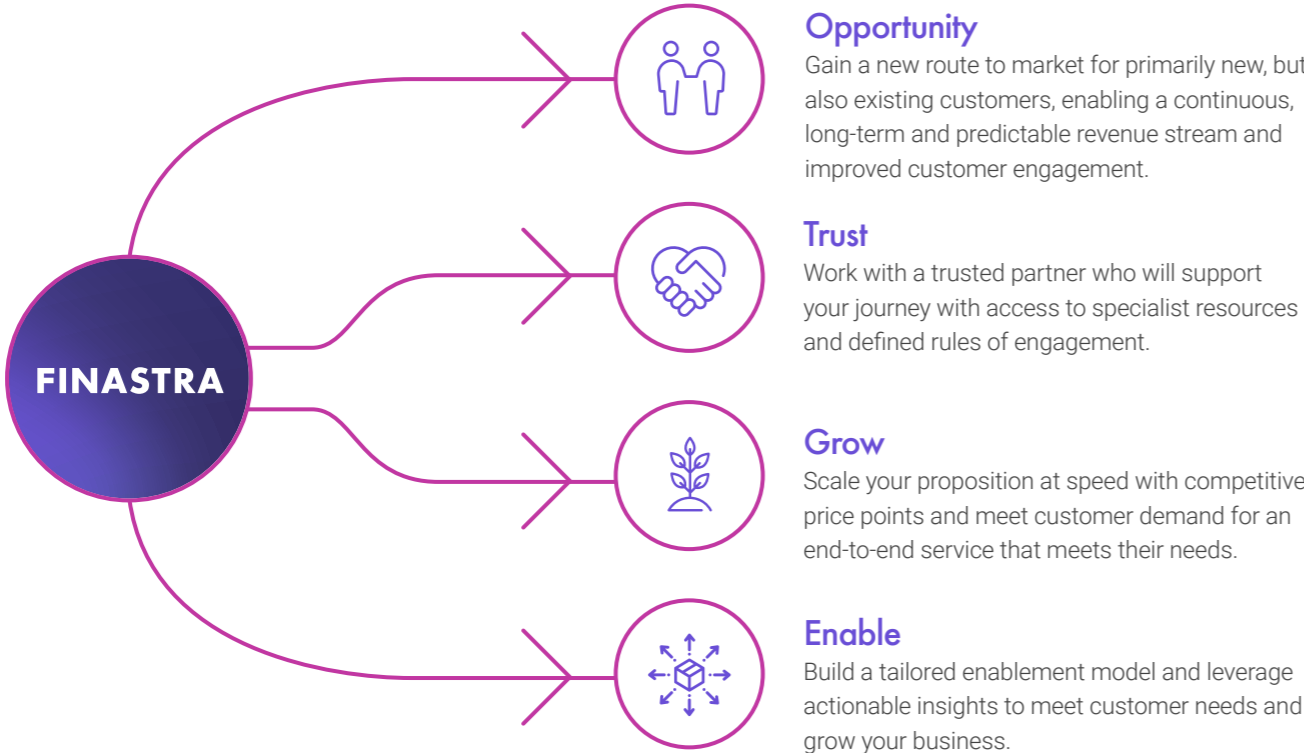
Jonah Adams,  
Interswitch



# The MSP route to market

Enhance your customers operations with the introduction of fully integrated Finastra solutions.

As an MSP, you'll own a defined financial services marketplace.



**Your step-by-step journey**

**Discover**  
We'll mutually choose your route to market based on our shared goals.

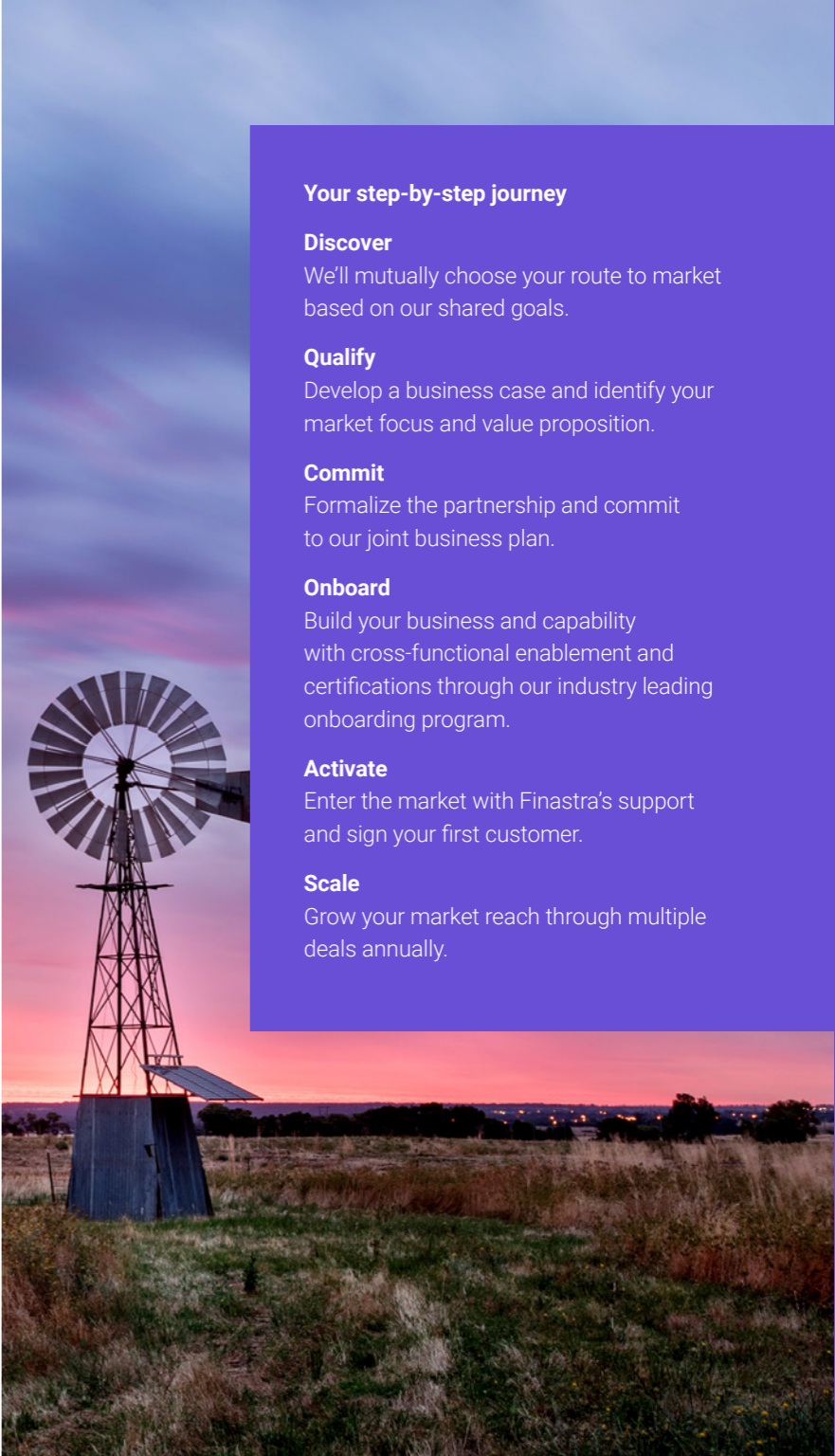
**Qualify**  
Develop a business case and identify your market focus and value proposition.

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Formalize the partnership and commit to our joint business plan.

**Onboard**  
Build your business and capability with cross-functional enablement and certifications through our industry leading onboarding program.

**Activate**  
Enter the market with Finastra's support and sign your first customer.

**Scale**  
Grow your market reach through multiple deals annually.



# How we empower you to succeed as an MSP



## Engagement

A dedicated team, led by a Partner Success Manager, will support you continuously through your partnership journey.



## Marketing

Access to a marketing professional, and the tools and collateral to deliver campaigns.



## Sales

Bespoke sales training and guidance from your dedicated team for generating leads, and pre-sales training on running customer demos.



## Implementation

FCA/FCI training to certify your implementation capability.



## Support

Unrivalled investment and support to help you keep opportunities on track and get the most from the partnership.

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The partnership with Finastra is crucial to our growth strategy because it allows us to take a market-leading treasury product to market to meet the growing needs of the cloud enablement ACM solution”

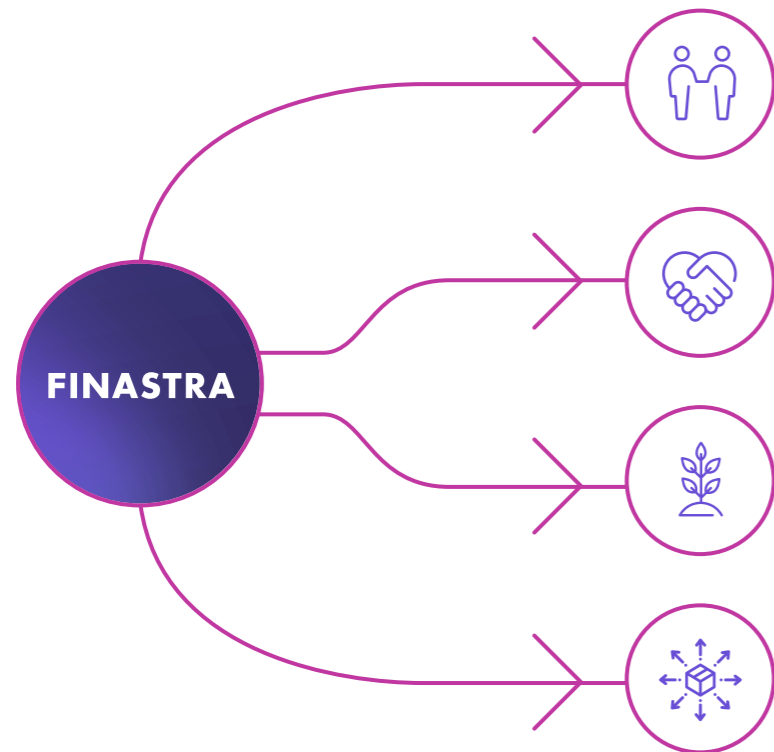
Vinod Ramakrishnan  
DXC Luxoft



# The OEM route to market

By invitation only, ISVs have the chance to extend their portfolio as a Finastra OEM.

Gain access to proven Finastra solutions for cross-selling to both new and existing markets.



## Opportunity

Leverage multiple engagement models that align to your business, including exclusive sales rights, white labelling or source code access.

## Trust

Work with a dedicated OEM team and get the right methodology and tools to help you improve decision-making and ensure success.

## Grow

Expand your business with a customized proposition via access to our developer platform.

## Enable

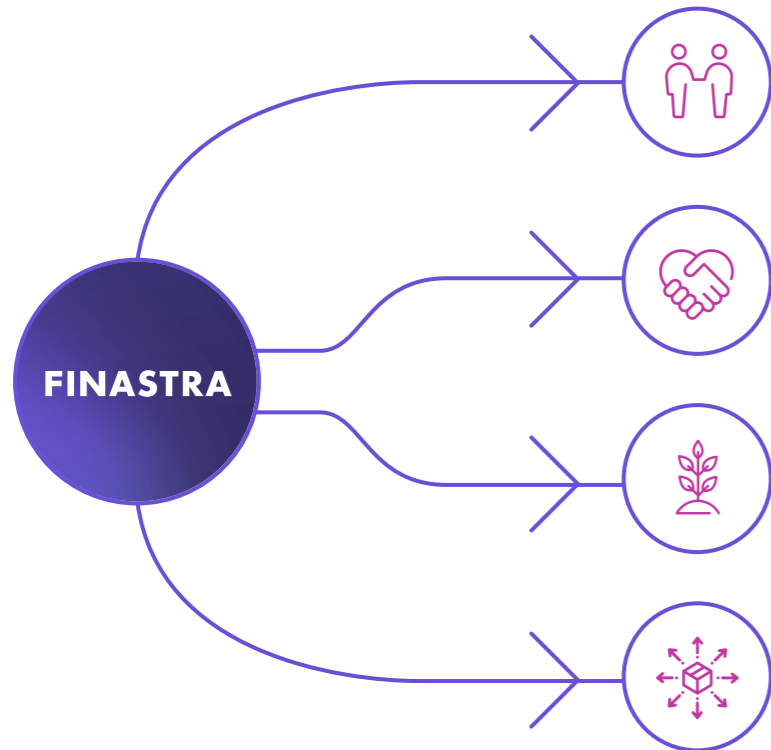
Meet market needs, such as language or regional regulatory requirements, while driving innovation at scale.



# The Affiliate route to market

Expand your business as a Finastra partner, with an entry-level partnership that can be up levelled at any point.

You'll manage the contract with customers and receive commission for closed deals.



## Opportunity

Become a brand representative in the Finastra network and enter new markets. We'll provide you with specific solutions to suit your customer's portfolio.

## Trust

Acquire the support of a trusted partner and access specialist resources to help close customer deals. Use the Finastra brand in your communications to sell products and services.

## Grow

Enable business growth by shaping your services with Finastra products, to meet your customers' needs. We provide mutually beneficial contracts and value exchange.

## Enable

Leverage sales enablement, training and marketing tools, and access critical customer insights. You'll also get cross-functional certification to implement solutions.

### Stage 1: Referral

Register leads and receive commission on closed deals, based on the contract value.

### Stage 2: Fulfilment

Manage the contract with customers and sub-contract Finastra to receive a margin percentage.

### Stage 3: Implement (Originate)

Collaborate with our field sales team to win the opportunity and implement the service.

### Your step-by-step journey

#### Commit

Formalize the partnership and commit to our joint business plan.

#### Activate

Enter the market with Finastra's support and sign your first customer.

#### Scale

Grow your market reach through multiple deals annually.



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At the heart of our partnership with Finastra is the idea of collaborating and joint success."

Accenture

## How we empower you to succeed as an Affiliate



### Engagement

The power to optimize your customer relationships and sell Finastra products and services.



### Marketing

Access to specialist resources and use of the Finastra brand and logo in your communications.



### Sales

Guidance on shaping your services to meet customers specific needs.



### Implementation

Cross-functional certification to certify your implementation capability.



### Support

Validation of our relationship with you to your customers and support throughout your journey to close deals and gain value from them.

**Get** started





# Ready to jump into a world of opportunity?

The time is now to join the Fusion Orbit partner program and own the future of financial services.  
Connect with the partner team today and become a valued part of the Finastra family:

[welovepartners@finastra.com](mailto:welovepartners@finastra.com)

## Contact us

### About Finastra

Finastra is a global provider of financial software applications and marketplaces, and launched the leading open platform for innovation, FusionFabric.cloud, in 2017. It serves institutions of all sizes, providing award-winning software solutions and services across Lending, Payments, Treasury & Capital Markets and Universal Banking (Retail, Digital and Commercial Banking) for banks to support direct banking relationships and grow through indirect channels, such as embedded finance and Banking as a Service. Its pioneering approach and commitment to open finance and collaboration is why it is trusted by over 8,000 institutions, including 45 of the world's top 50 banks. For more information, [finastra.com](https://finastra.com)

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