

Switching Financial Data Aggregators





Through the journey of building an insights platform, we came to understand the struggles first hand of data aggregation. Loss of customers due to link breakages, over pricing, messy data, and missing connections are only a few of the pain points heard and experienced by FinGoal's product team. But more frustrating is discovering there's an aggregator that will better fit a company's needs only to determine the switching costs are far too high. Over the past year, we built a solution to switch aggregators so that fintechs and financial institutions can leverage the benefits provided by another aggregator.

Why are institutions considering switching?

Each data provider is unique. Some offer better cost structures, cleaner data, improved support, or more transparency. Financial institutions or fintechs may have chosen their current aggregator when they were just getting started, and picked the fastest, easiest solution to get launched. But now as companies have matured, they are looking for an aggregator that will provide the data they need to build the best products and services.

Key Considerations in Changing Aggregators

Privacy and Transparency | What is the aggregator handling data? Does it align with your promises to your users?

Pricing Structure | Have you outgrown your aggregator's pricing structure?

Enrichment and Categorization | Is the data aggregator cleaning and enriching your user's data to the level of your needs?

Support | How's the support from your aggregator? Are you satisfied with the response time if issues arise?

Data Reliability and Coverage | Does the data aggregator maintain connections and reliably collect data? Does it offer all the connections you need?



The Barriers to Switch

The path to switching aggregators hasn't been easy and we have come to understand the hesitations behind switching.

David Nohe, CEO of FinGoal, says there are a few key reasons why companies were not, and maybe still aren't, willing to switch to a new data aggregation provider. "On an emotional level, there's always a fear of the unknown, it's the devil I know, versus the devil I don't. And then there's also just a really deep technical problem where every aggregator behaves differently, their data looks different. Overall, the switching costs are just too high."

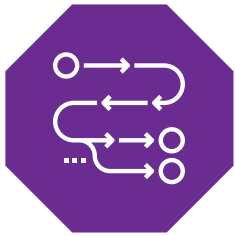
It can take months to make the switch to a new aggregator. And often, there are concerns about breaks from previously linked accounts, impacts to user experience, and the downward dependencies of the data from the old aggregator. Overall, it has been a risky, expensive, and time-consuming process to switch to a new aggregation solution — a process most companies weren't willing to embark on.

FinGoal's Aggregator SwitchKit

We want to make sure that financial institutions can access the best data and most reliable connections, through whichever aggregator they wish to use. Our Aggregator SwitchKit allows fintechs and institutions to switch to an account aggregation, enrichment, and account verification solution that best meets their needs. FinGoal built a translation layer API that allows any engineering team to fully replace their current data aggregator in less than a sprint.

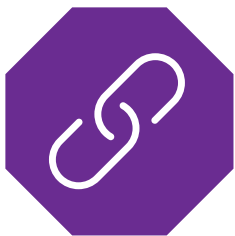


FinGoal's Aggregator SwitchKit is quick and accessible for a wide range of developers. You can make a test call to our API in less than 6 minutes. The switch to full production at scale can take place within days.



WORKFLOWS STAY CONSTANT

Your existing downstream dependencies from your current aggregators won't break when you switch. You can expect things to continue to work the same way they always have, even after the switch. The SwitchKit replicates the idiosyncrasies of your previous aggregator so nothing breaks.



NO ADDED FRICTION FOR END USERS

The Aggregator SwitchKit is an elegant transition with no impact or added friction for end users. The switch won't cause link breakages or outages for you users. Instead, it is an ongoing transition. As links break with the previous aggregator connections or accounts need to be re-authenticated, the user is prompted to verify those accounts through the new aggregator.

Why we built it

In FinGoal's pursuit to help banks and credit unions better understand their individual users on a human level, it became necessary to make an aggregator shift. Throughout the journey of building our insights platform, we experienced all the previously mentioned pain points with data aggregation. We built our Aggregator SwitchKit because we believe financial institutions and fintech platforms should have access to the best data and most reliable connections, without having to settle for the extensive costs of switching.



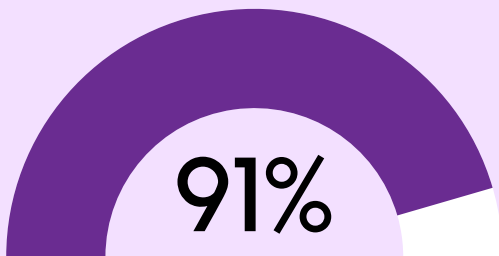
The switching costs are simply too high. There were plenty of folks that were shopping around and thinking about a new aggregator. But it was rare that they actually made the decision to do it because it costs so much in terms of time, not just money, but time to make the switch. The urgency to get results and improve revenue and your cost structure is more urgent now more than ever.”

-- David Nohe, CEO of FinGoal

User benefits

Bottom line, when it comes to fintech solutions, it's all about the user experience. Financial institutions need data to deliver the personalized experiences users have come to expect. But not only do they need data, they need the best data possible.

When platforms choose the right aggregator, their users ultimately benefit. They get increased personalization, the ability to link more institutions, less frequent link breakages, and cleaned and enriched data.



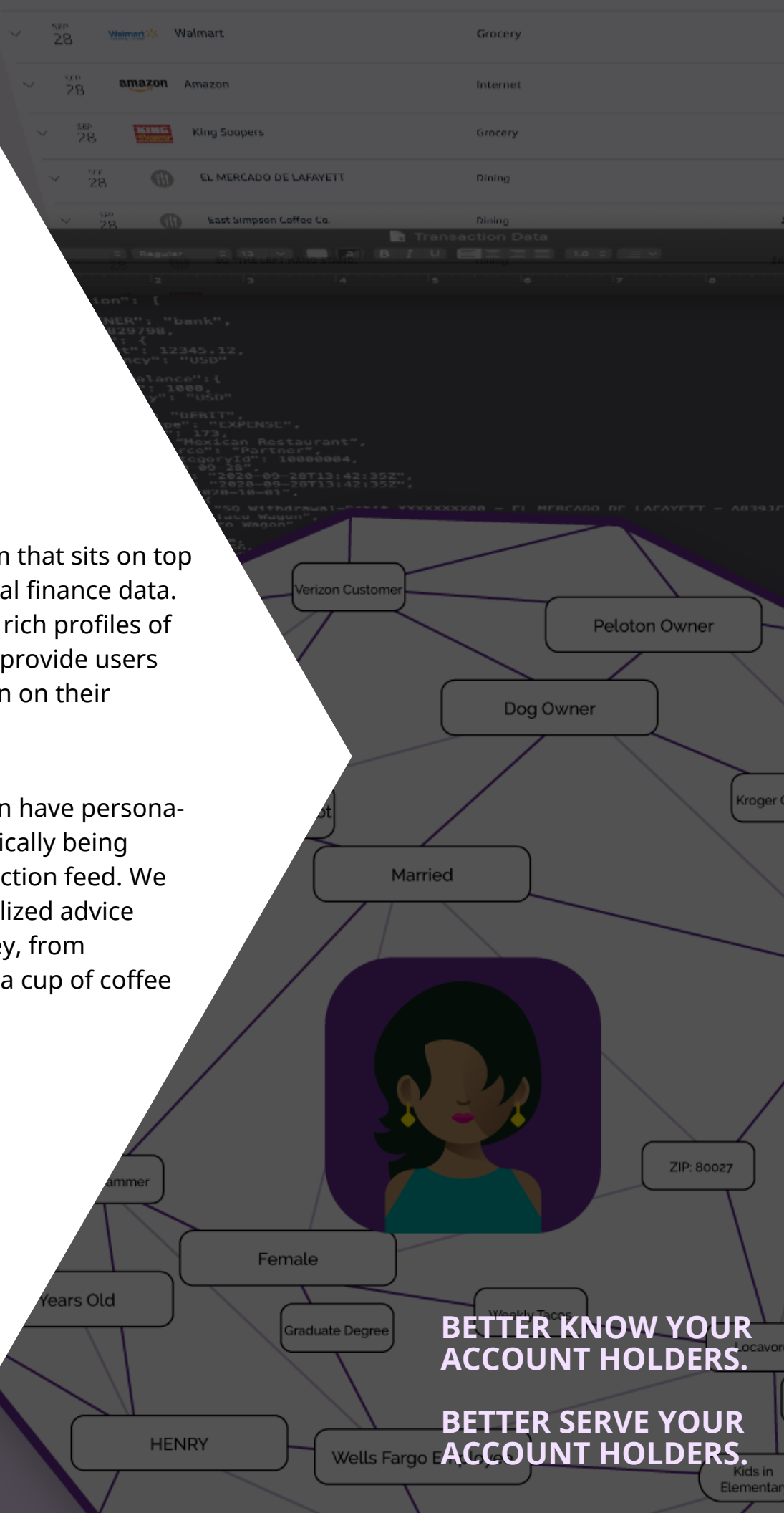
In a recent study by MX, 91% of users said that it would be at least somewhat valuable, if not very valuable, to see all of their accounts in one place. However, only 40% of respondents indicated that they have the ability to do so.¹

1. <https://www.mx.com/ultimate-guides/fintech-data/>

About FinGoal

FinGoal is an insights platform that sits on top of digital banking and personal finance data. We enrich this data and build rich profiles of each end user enabling us to provide users with customized calls to action on their transactions.

Using the FinGoal API, you can have persona-based calls to action automatically being surfaced in your user's transaction feed. We can give users hyper-personalized advice everywhere they spend money, from subscriptions to insurance to a cup of coffee and everywhere in between.



BETTER KNOW YOUR ACCOUNT HOLDERS.

BETTER SERVE YOUR ACCOUNT HOLDERS.