

WHAT YOU NEED TO KNOW ABOUT HBI

What is Home Banking Integration (HBI)

HBI shows all of a financial institution's customers' financial assets, including investments, to the client on one page, accessible via a single login. Enlisting "single sign-on" technology provides the ability for a bank or credit union investment client to view his/her full portfolio of investments alongside deposit and loan information in home banking. ***This consolidated view is delivered using one username and password for the institution's online banking platform.***

Don't all broker dealers offer this service?

No...Many firms suggest they offer home banking integration, but what they offer isn't true HBI. Often they are supplying a screen scrape from a third party vendor that is simply a visual representation of static data in a screen without real time activity, reports, or even current data. Screen scrape information adds no advantage to the bank or credit union because they are unable to private label it.

If clients have mutual fund or other financial accounts with several vendors, they would need to load their personal username/password for each of these accounts into the aggregation tool. Every time the client changes passwords, he/she would need to change that data on the aggregation platform, too. Typically, account activity and historical statements are unavailable and minimal detail is given.

"Our clients love accessing their financial data all in one place from our home page. With just one single login they have full view of their banking and investment accounts all on one screen."

~Cynthia Pollard, Program Manager of Belco Credit Union

What is True HBI?

True HBI offers fully-integrated capabilities that can be private-labeled by the financial institution and accessed by the client through a single sign-on, 24/7:

- All of a client's assets, positions, and historical activity associated with a single broker dealer can be pulled into the HBI platform automatically any time the client logs into online banking.
- Client assets include brokerage accounts, fee-based managed accounts and those accounts held by a fund or insurance company.
- Brokerage statements, confirmations and tax statements are also conveniently provided.
- The requirement for the investment client to re-enter a user name and password is eliminated.
- The client authentication is handled by an encrypted XML call from the home banking system to the CFS/SPF "dataVision" servers.

Another opportunity:

- Even if a customer does not have an investment account with you, your financial institution can place messaging or marketing information in the space where investment asset information would be reported on the screen, encouraging clients to consider putting investments under management at your institution.

Who offers True HBI?

CUSO Financial Services and Sorrento Pacific Financial offer True HBI services. Our technology platform, “dataVision” provides a fully electronic, web-based account management system that simplifies administration, communications, sales, reporting functions and data access for home banking integration. A platform like this is designed from the outset to efficiently handle both front and back end administration, organization, and management of accounts - all electronically.

With such a system, the financial advisor sees the same portfolio information for the client’s investment accounts on his/her advisor platform as the client sees on their HBI, making it easy to discuss their holdings

Incorporating wealth reporting and performance tools into one platform encourages customers to bring assets to your financial institution and allows your customers the experience and convenience they expect from you.

*If you have questions about Home Banking Integration or would like a complimentary demo, please contact **Connie Gregory, SVP, Business Development**, at CUSO Financial Services and Sorrento Pacific Financial. Ms. Gregory can be reached at cggregory@cusonet.com or 858-530-4440.*