

Increase efficiency and speed to market with our unique Innovation Studio.

Grow your business by selling to our focused audience.

Q2 Innovation Studio lets fintechs and other software and technology providers develop, integrate, and distribute solutions through an expansive network of focused customers. With a single integration to the Q2 Platform, you'll reach 450 financial institutions (FIs) and 18M end users — including about 1.75M SMBs — using the platform's built-in marketing and sales support. Instead of performing a custom integration for each FI, this single integration allows you to sell your product many times over, expediting sales velocity and minimizing customer acquisition cost.

How Does it Work?

Leveraging an award-winning SDK, Innovation Studio enables partners and developers to rapidly design, develop, and integrate solutions into the online banking channels of many FIs. Innovation Studio powers two distinct go-to-market models for partners, as described below:

Partner Accelerator

Sell and distribute products to Q2's network of bank and credit union clients through a single, standard integration, dramatically increasing efficiency and speed to market.



Partner Marketplace

First, technology providers integrate with the Q2 Platform. Next, FIs choose from these partner solutions and make them available to end users in our highly engaged digital banking channel. Finally, over 18M end users browse and purchase these solutions in an app store-like environment found within their digital banking platform.

Q2 has deep relationships with these FIs and will be promoting the partner solutions to them in many ways. Our partners will also have an opportunity to market to these FIs through events and programs Q2 will make available.

Which program is right for you?

Depending on the strategy and objectives of each partner, the answer may be one or both of the Innovation Studio programs. The best approach is to schedule time with a Q2 team member who can help assess the right fit for your company.

Some common reasons fintechs and other software and technology companies partner with the Innovation Studio:

- Leverage the power of Q2's platform and enable access to Q2's extensive customer base
- More scalable distribution model than hundreds of custom FI integrations
- Desire to amplify product adoption to small businesses and/or consumers
- Dramatically increase speed to market for new products and solutions
- Significantly lower customer acquisition cost
- Increase operational efficiencies

Why Q2?

Q2 is a financial experience company headquartered in Austin, Texas. As a key partner to financial institutions, fintechs, and other financial services providers, we empower them to be ever-present companions on their customers' financial journeys — helping them unlock new opportunities, increase efficiency, and grow their businesses in innovative ways. Our commitment to the digital transformation of banking through smart solutions, selective acquisitions, and partnerships with innovative technology leaders can help you thrive.

Featured Partners:



Ready to accelerate your speed to market within the Q2 customer base?

Contact us at innovationstudio@q2.com or learn more at Q2developer.com.