

Removing Integration Burdens and Fueling Small Business Banking Innovation With Q2

Key Challenges

Having contended with months-long go-to-market timelines that resulted in customer hesitance and deferred results, fintech provider Autobooks saw the potential of the Q2 Innovation Studio, and more specifically Q2 Marketplace, to reduce its financial institution customers' integration burden, which was slowing down both its own sales cycle and the ability of customers to innovate.

"You have to test those integrations, make sure they're all technically connected, and then you go to market," said Derik Sutton, VP of marketing. "So you're looking at four to six months out before you even get access to the ability for an end customer to make progress on your solution."

Autobooks was also looking to deepen its own integration efforts, embedding discrete features and functionality into the Q2 interface, as well as shifting the focus of its conversations with customers from technical concerns to business benefits.



About Autobooks

Headquarters:
Detroit, Michigan

Initial Funding: \$25 million

Company profile: payment and accounting services fintech platform

A provider of small business banking solutions that include digital invoicing, online payment acceptance, cash flow management, automated accounting and financial reporting. Autobooks offers pre-built integrations with Q2's digital banking platform and leverages the Q2 Marketplace to embed its technology in small business digital banking products.

“Q2's is the best model in the market because it empowers a fintech to quickly integrate, get access to financial institutions, and distribute your app in a very focused way.”

Derik Sutton

VP of Marketing, Autobooks

Q2

Results

Signed dozens of new FI customers quickly because of Q2 Marketplace

Reduced time to market from **six months** to as little as **four weeks**.

Shifted emphasis from selling and coaching integration efforts to **educating customers** on **business benefits**

Solutions

Partnering with Q2 has allowed Autobooks to shorten its sales cycle, reduce complexity for its customers, and greatly expand its potential market by exposing its technology to a large community of financial institutions.



Hitting the Ground Running

By being able to remove the integration burden from financial institutions and embed more capabilities directly into the Q2 interface, Autobooks has made it possible for customers to hit the ground running. "We've gone to market in as little as four weeks because a lot of the technical integration is already done," said Sutton. "With the Q2 Marketplace, the foundation is laid."



New Sales Approach

Autobooks' partnership with Q2 has eased its customers' path to adopting its capabilities and given it an entry point into financial institutions that otherwise would have been out of its reach. "The Q2 Marketplace is a way to effectively embed fintech directly into your go-to-market channels to increase the revenue potential of your existing customer base while also growing and attracting new customers," said Sutton. "The Q2 Marketplace has dramatically changed our sales approach."



Focusing on Small Business

Partnering with Q2 has also changed Autobooks' relationship with its customers, which had often gotten bogged down with integration challenges. "What I've enjoyed most about Q2," said Sutton, "is being able to help financial institutions make progress with small business, not spend time on technical integration projects."



Redefining Small Business Banking

Now that Q2 has helped Autobooks break down so many barriers, the company envisions delivering a more transformative impact on the services financial institutions provide to small businesses. "We can so tightly couple and integrate our capabilities inside a digital banking solution that it feels like it's coming directly from the financial institution," said Sutton. "In doing so, we can help financial institutions redefine the value they're providing to their end customers."

For more information go to [Q2.com](https://www.Q2.com) or call (833) 444-3469.