

Delivering Commercial Banking Services Faster with Q2

Key Challenges

Determined to identify an enhanced solution to replace its existing digital banking offering, Synovus began searching for a digital transformation partner to help the bank continue to grow and compete effectively and better serve the needs of its business clients.

“We only offered mobile on one of our two platforms and in one of our five states,” Synovus Executive Director and Head of Treasury and Payments Solutions Katherine Weislogel said. “That was a real issue, and we had to get mobile in the hands of all our clients.”

In addition to a modern, mobile-first solution to replace its existing legacy systems, Synovus also determined a need for easier integrations, capabilities to drive innovation, and a robust data strategy to build and deepen relationships with account holders.



SYNOVUS®

About Synovus

Headquarters:

Columbus, Georgia

Assets: ~\$55 billion

Current market: Serving clients in the southeastern U.S., across Georgia, Alabama, South Carolina, Florida, and Tennessee

The institution has grown significantly to provide commercial and retail banking, investment, and mortgage services throughout the southeastern U.S.

“We didn’t want to be at par. We wanted to have a partner that was customizable, would grow with us, and was thinking about the future. And that’s what Q2 offered, and that’s why they won our business.”

Katherine Weislogel

Synovus Executive Director and Head of Treasury and Payments Solutions

Q2

Results

Implemented a **modern, mobile-first digital commercial banking platform** designed to grow with Synovus

Delivered **faster integrations**, helpful advisory services, and **better innovation**

Strengthened relationships with account holders **through** improved **data analytics**

Solutions

Synovus conducted an extensive search for the right digital partner and determined that Q2's comprehensive and customer-focused digital banking solutions would best meet its requirements, beginning with a move towards mobile banking.



Efficient integrations

Moving from two commercial platforms to the Q2 Platform positions the bank to move quickly and evolve fast. One example is better, faster integrations. "We had to pull the two platforms together into one state-of-the-art platform so we could move faster with partner integrations. Time to market is essential, and it's all about making it easier to do business with us," Weislogel said. "Q2 really does represent moving faster for integrations, both internally and externally."



An eye on innovation

In an industry that is continuously evolving, Synovus understands and values the importance of innovation and collaboration. Q2's Innovation Studio creates opportunities to witness innovation in progress and even influence the direction of future products. "The ability for our team to partner with a fintech in the Q2 Innovation Studio sandbox and allow them to build that functionality directly into the Synovus digital banking platform is huge," Weislogel said.



Deeper relationships

Beyond banking, Synovus is in the business of building and growing account holder relationships. A key strategy for deepening relationships includes leveraging the power of data analytics to meet account holder needs intelligently. "12 to 18 months ago, analytics and technology were important, and they're even more important today," Weislogel said. "After our first migration, we captured great analytics around customer journey usage, which helped us zero in and keep our customer-centric model. With Q2, we can deliver the right information at the right time to the right clients."



A focus on the future

For Synovus, moving to the Q2 Platform and embracing its possibilities signifies the beginning of more exciting changes to come. "This entire migration and consolidation of our two platforms is the beginning of an acceleration of our innovation roadmap," Weislogel said. "It opens up the gates for us to go upwards and to bring in other partners into this platform, then go out and win in the market in the southeast."

For more information go to [Q2.com](https://www.q2.com) or call (833) 444-3469.