

# The Q2 Difference

Since 2004, Q2's mission has been to build stronger communities by strengthening their financial institutions. This mission has inspired the industry's most comprehensive and adaptable smart banking platform and fueled our efforts to change how the industry thinks about digital banking.



## Our Mission is Your Success

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Q2's mission is to build stronger communities by strengthening the FIs that serve them. To achieve this, we work closely with you – tailoring innovation to meet your needs, offering our expertise and an unmatched commitment to partnership.

AWARD-WINNING Q2  
CREATIVE SERVICES TEAM

FULL-SERVICE ADVERTISING  
AGENCY TREATMENT

FRIENDLY, HANDS-ON  
APPROACH

## Services

Q2's unique customer services pair your FI with seasoned, full-service teams – experts who truly listen to your needs and use that information to build custom solutions. Our services team combines the client-first attitude our partners have come to expect from Q2, with actionable ideas to drive your business into the future.

## Creative Services

Our award-winning Q2 Creative Services team draws on extensive experience in several areas, including web design and development, branding, social, and overall marketing. The team provides full-service advertising agency treatment with a friendly, hands-on approach – ensuring your account holders enjoy engaging experiences, while providing your FI with meaningful growth opportunities.

Full-service web development and cost-effective themes: Q2 Creative Services provide both premium web design and development solutions, delivering elevated website experiences for your account holders. Creative Services leverages the Q2 Composer™ content management system which harnesses the latest in responsive design technology to build and deliver a cohesive online experience across all devices.



[LEARN MORE](#)

Automatically optimize your messaging for any screen. Showcase new offers. Choose the migration that suits you, whether that's simply converting your existing site or launching a complete redesign – there are both pre-designed and custom themes to suit your budget and needs.

In addition to web design, Q2 Creative Services also provides guidance on accessibility requirements and can conduct accessibility audits of your website. The team closely monitors Web Content Accessibility Guidelines (WCAG) 2.0, doing the heavy lifting to help ensure your site meets WCAG 2.0 conformance.

Branding and marketing: Q2 Creative Services fuels businesses by leveraging both traditional and digital marketing to increase account holders' loyalty and reach targeted prospects.

## HERE ARE SOME OF THE WAYS WE CAN HELP YOU



### Branding

This team can help define your brand to achieve wider recognition and differentiate your institution in the marketplace.



### Search Engine Optimization (SEO)

Creative Services specialists can improve your page ranking on Google and other engines for a valuable competitive advantage.



### Video

With its high engagement rates, video is one of the most popular types of content available. Creative Services offers several video formats, including motion graphics, animations, and the popular "how-to" style.



### Creative marketing and end-user marketing campaigns

The team offers copywriting and design expertise for your print materials, website pages, online ads, and end-user campaigns, customizing them to fit your needs.



### Social media

Get the word out about your FI on Twitter, Facebook, Instagram, and elsewhere – plus, the team can help integrate these services into your website.

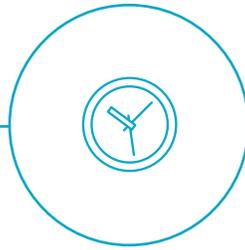
## Advisory Services

Only seven percent of bank executives rate their digital banking capabilities as “very future-ready.”<sup>11</sup> At Q2, we help you grow with confidence. Our Q2 Advisory Services team helps FIs become future-ready with a variety of strategic review, tactical planning, and implementation assistance engagements. This team brings depth of experience to our customers in complex project areas, including business banking services and client-side project management. The Advisory Services team can assist with needs that are not always directly related to the digital banking platform implementation, but are still critical to overall success.



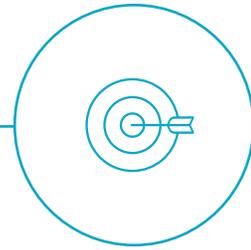
### Strategic Review Services

We help you describe your digital vision of the future and then determine the programs and projects necessary to make that vision a reality. Advisory Services can help you understand and achieve revenue goals or cost reduction targets, prepare your team for the road ahead, or assist you with messaging and communications to reach your retail and business banking audience.



### Tactical Planning and Execution

Once you know the programs and projects you’ll need to achieve your vision, Advisory Services can help you plan and execute the next steps. Our experience comes from undertaking hundreds of specialized projects for financial institutions, consultants, and vendors. If you’re missing mission critical resources or expertise, we’re the team you can lean on.



### Educational Assistance

As you educate your staff and account holders, you’ll want to convey your FI’s unique value proposition and voice. We can help you plan and deliver branded communications and training materials for internal and external audiences in either document or video formats. We also understand that packaged messaging doesn’t always fit the bill, so we’ll gladly help tailor your training to match your needs.

<sup>11</sup> Cornerstone Advisors, What’s Going On in Banking, 2017



# A Culture of Partnership

Whether creative or advisory, Q2 Services is committed to providing your FI the tools you need to achieve your most important business goals and stay aligned with your core mission. In fact, Q2 is dedicated to learning what your needs are so that we can build strategies, solutions, and conversations that address the challenges you face. From usability research to in-person events and user group engagement, listening to you is at the heart of everything we do.

## The Q2 Experience Research Center

The Q2 XRC (Experience Research Center) is a one-of-a-kind facility at our Austin headquarters that enables Q2 and our customers to get hands-on experience with account holders, helping us understand how account holders interact with technology. Our commitment to continual improvement has resulted in more than 500 usability tests, interviews and focus groups since the XRC's opening in 2016.



[LEARN MORE ABOUT THE XRC](#)

The **Q2 User Group** is a growing, highly-engaged, self-governed customer advisory board that provides a way to engage and connect with each other. The User Group gives our customers a collective voice, while helping them maximize their Q2 partnership and networking opportunities across the industry.

Q2 hosts events for attendees ranging from FI technologists to executives at our Austin headquarters. These unique **Collaborate** sessions provide open-forums for Q2 leaders to share their thoughts on strategic direction, and our customers to share their FI goals and successes.

Q2's annual customer conference, **CONNECT**, provides an important opportunity for current and prospective Q2 and Centrix customers to engage with our team, share their challenges and insights, and network with industry colleagues.

## OUR APPROACH IS SIMPLE

The industry calls it design thinking; we call it problem solving. We approach every task from the user's perspective—that of account holders and FI employees alike. Our unique problem-solving process helps us look deeper than the symptoms to discover the heart of users' needs. We ask, understand, and deliver results—and we're never satisfied, never finished.

We believe this approach, and our focus on financial journeys, helps us—and our FI partners—create better experiences, increase efficiency, and drive growth.

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**BE A PART OF YOUR ACCOUNT HOLDERS' JOURNEYS.  
CONTACT Q2 TODAY.**

For more information on Q2, go to [Q2banking.com](https://www.Q2banking.com) or call (833) 444-3469

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