




Presentation materials and video replay will be provided within one week.

Have questions? Use the questions panel –  we'll field them as we go and during the Q&A recap at the end of the call.



A Harland Clarke  
Speaker Series

# The Informed Banker Future Readiness Series

## Part Three: Are Your Payments Future-Ready?

November 15, 2017

# Presenters



**Ron Shevlin**

Director of Research  
*Cornerstone Advisors*



*Moderator*

**Christine Ahlgren**

Payments Marketing  
Harland Clarke



# ARE YOUR PAYMENTS FUTURE-READY?

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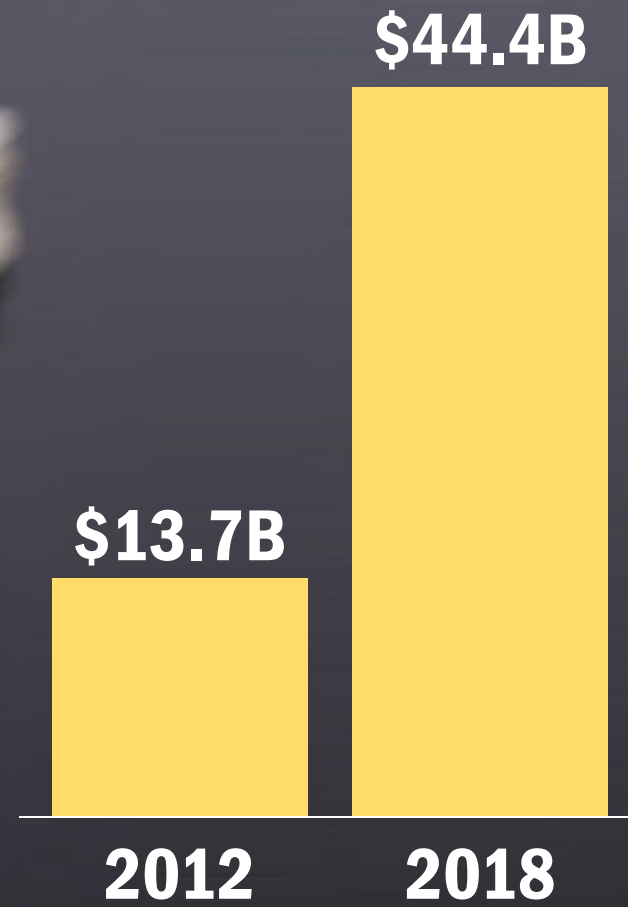


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**RELAX**  
THIS WON'T HURT A BIT

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# HEALTH SAVINGS ACCOUNTS



Source: Devenir Research

A background image showing three men in a dimly lit bar or restaurant. They are gathered around a table, looking at a smartphone held by the man in the center. There are large beer mugs on the table. The image is dark and serves as a backdrop for the text.

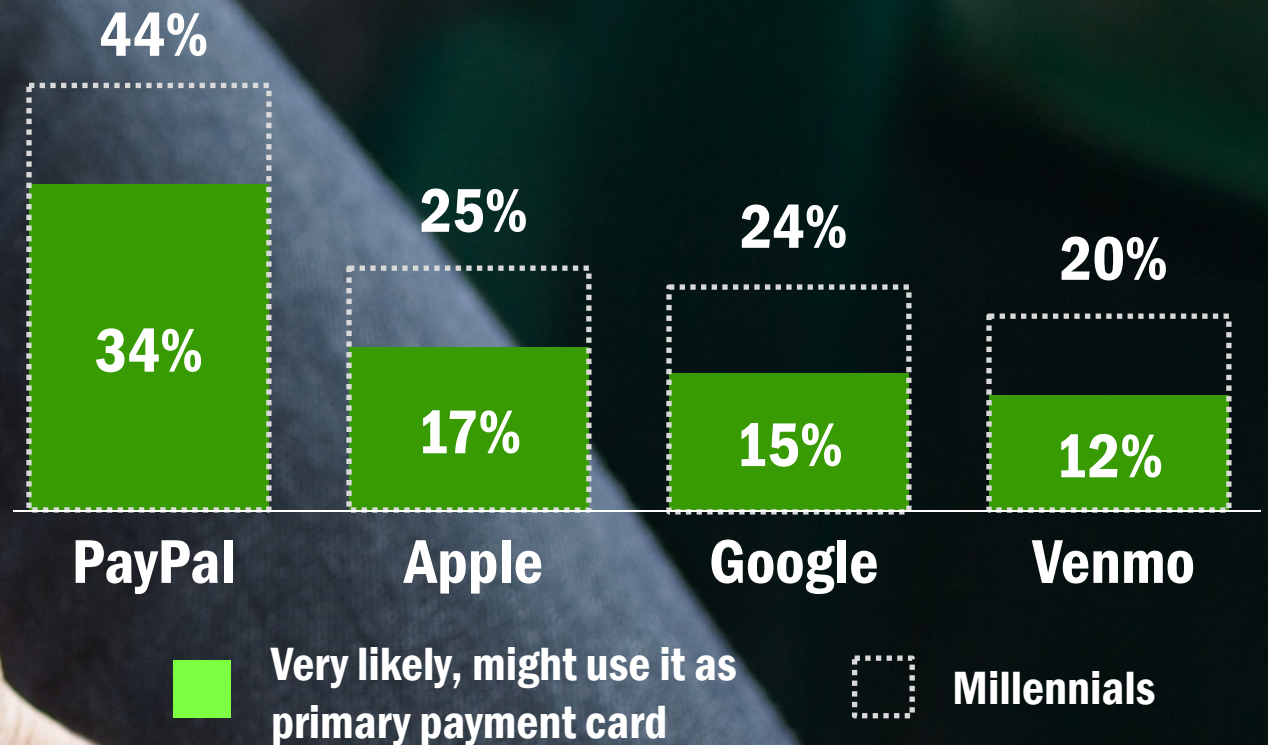
**FUNDS HELD IN  
VENMO ACCOUNTS:  
\$2.2 BILLION**








# IF THE FOLLOWING P2P PROVIDERS OFFERED A GENERAL-USE DEBIT CARD, HOW LIKELY WOULD YOU BE TO USE IT?



Source: Cornerstone Advisors survey of 2,000 US consumers between the ages of 18 and 72 with a checking account and a smartphone



A barista in a green Starbucks uniform is pouring coffee from a tap into a Starbucks cup. The background is a blurred Starbucks store interior with a chalkboard sign that reads "New Sassy New Cream".

**STARBUCKS® HAS AMASSED  
MORE THAN \$2B IN DEPOSITS**





# BY 2020, ROBO-ADVISOR ASSETS WILL REACH \$2.2 TRILLION \$1 TRILLION SHIFTED FROM DEPOSITS

Source: AT Kearney





# DEPOSIT DISPLACEMENT

IS DIMINISHING THE IMPORTANCE OF CHECKING ACCOUNTS



Amazon® is thinking of offering a checking account. For a \$5 to \$10 monthly fee, the service would include cell phone damage protection, ID theft protection, roadside assistance, travel insurance, and product discounts.

## 43% OF MILLENNIALS WOULD OPEN AN **AMAZON** CHECKING ACCOUNT

Source: Cornerstone Advisors survey of 2,000 US consumers between the ages of 18 and 72 with a checking account and a smartphone



Please select an option.

Withdraw

\$ 200 Fast Cash

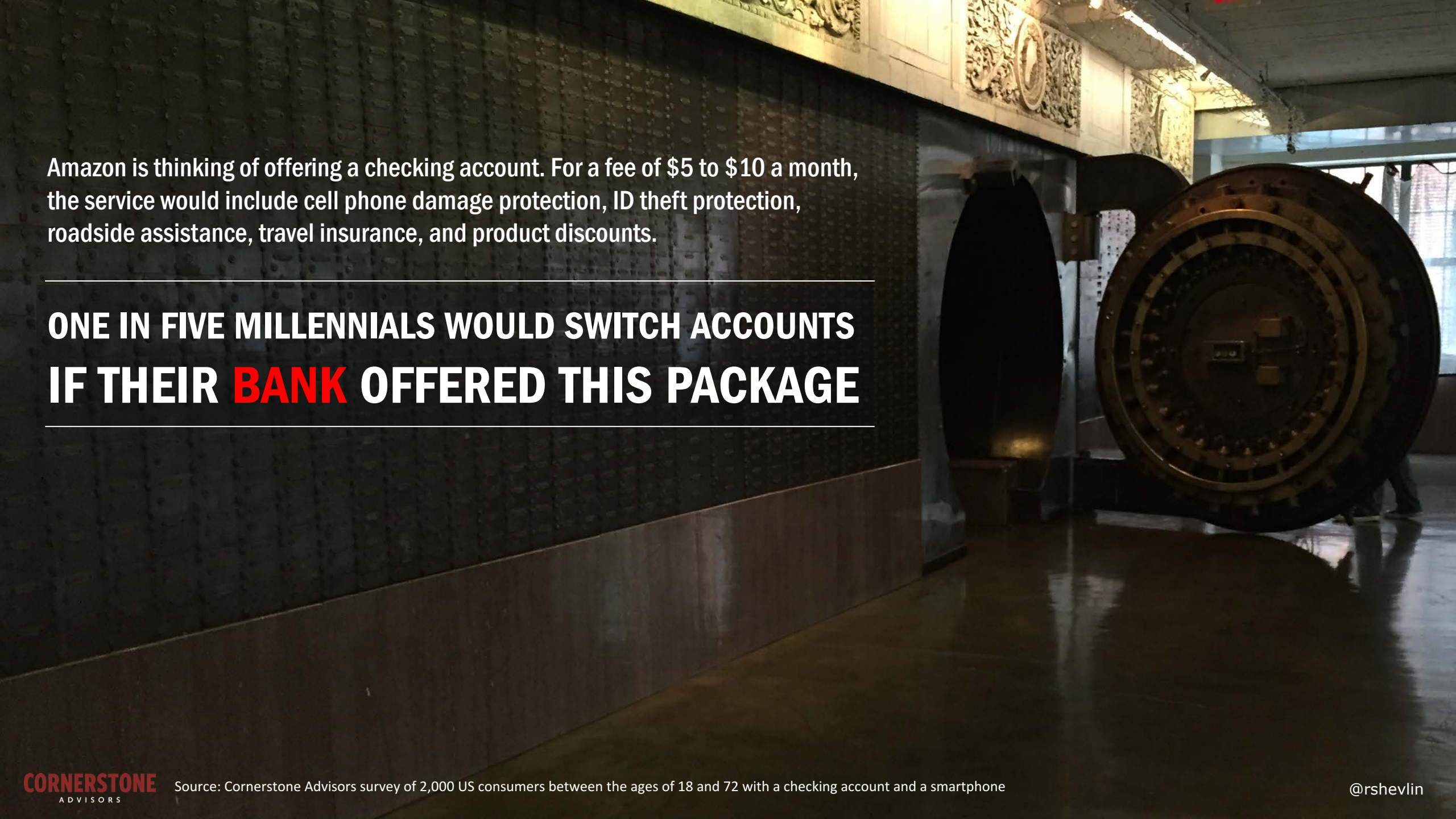
Transfer  
or Payment

Change PIN

Basic Checking -  
Everyday Expenses

Day-to-Day Savings





Amazon is thinking of offering a checking account. For a fee of \$5 to \$10 a month, the service would include cell phone damage protection, ID theft protection, roadside assistance, travel insurance, and product discounts.

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## ONE IN FIVE MILLENNIALS WOULD SWITCH ACCOUNTS IF THEIR **BANK** OFFERED THIS PACKAGE

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Amazon is thinking of offering a checking account. For a fee of \$5 to \$10 a month, the service would include cell phone damage protection, ID theft protection, roadside assistance, travel insurance, and product discounts.

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# 36% OF MILLENNIALS

WOULD PURCHASE THE VALUE-ADDED SERVICES

# FROM THEIR BANK

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Source: Cornerstone Advisors survey of 2,000 US consumers between the ages of 18 and 72 with a checking account and a smartphone



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# **CHECKING ACCOUNTS:**

## **NO LONGER THE CORE BANKING PRODUCT**

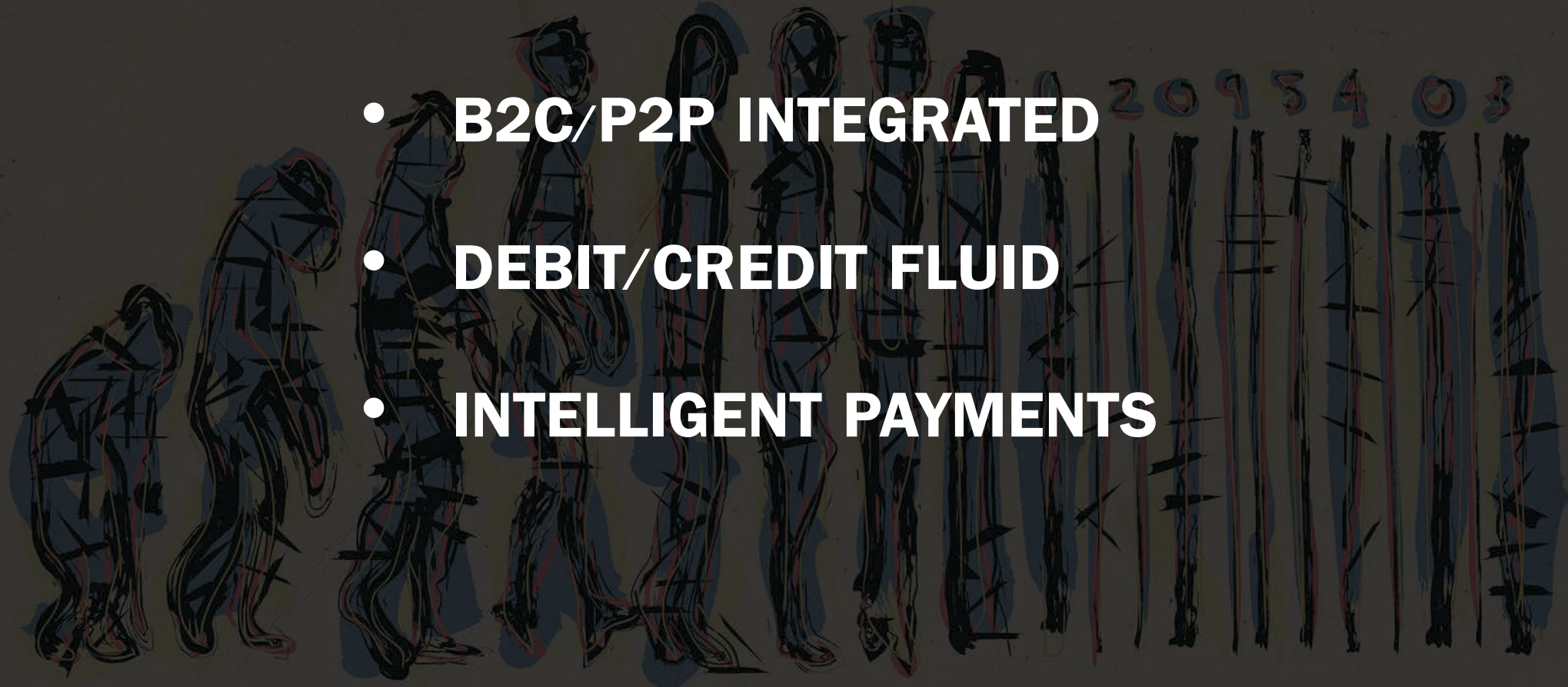
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- **DEPOSIT DISPLACEMENT**
- **THE AMAZON EFFECT**
- **PAYMENTS IN THE MIDDLE**



# FUTURE-READY PAYMENTS

- B2C/P2P INTEGRATED
- DEBIT/CREDIT FLUID
- INTELLIGENT PAYMENTS



# Q&A Wrap Up

Type your question in the questions panel 

**Ron Shevlin**

Director of Research

*Cornerstone Advisors*

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# *Thank You*

The content for this presentation was created by Cornerstone Advisors. The views and opinions expressed herein are those of the author, Ron Shevlin, and do not necessarily reflect those of Harland Clarke.

