

Array's personalized credit information empowers financial institutions to better serve accountholders

Access to Financial Data Helps Consumers Get Financially Healthy



Array

Headquarters

New York City, NY

Website

array.com

Founded

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Non-traditional banks and financial services apps have disrupted the banking industry for traditional community and regional financial institutions – and today’s consumers are paying the price.

Consumers go from financial institutions to various apps trying to understand their personal finances, but it’s hard to get a clear picture. The more consumers know about their financial health, the easier it is for them to spend, save, borrow, and plan for the future.

That’s where Array can help: they make it possible for consumers to get the financial information they need quickly and securely so they can know more ... and worry less.

the start of a great relationship

Jack Henry is a well-rounded, trusted financial technology company with a 45-year history of serving community and regional financial institutions. The company’s mission is to strengthen connections between people and their financial institutions through technology and services that reduce the barriers to financial health, and that’s exactly the type of technology provider Array found appealing.

Array was founded to make it easy for companies to deliver a suite of easily embeddable credit, identity monitoring, and other financial tools: not in a new tab, not in an iFrame, but as a seamless part of clients’ existing digital experience, with embeddable widgets customized to match their look and feel. Array’s embeddable products platform cuts development time from months to weeks.

By integrating its credit management services, identity protection tools, and Offers Engine into Jack Henry’s Banno Digital Platform™ – a single, modern, open banking platform that enables easy access to a broad ecosystem of Jack Henry solutions and high-grade, third-party fintechs through the Banno Digital Toolkit™ – Array can provide consumers with personalized credit and financial insights through the financial institutions they know and trust.

Array embeds these tools inside the online banking experience, enabling banks and credit unions to customize them in a way that makes the most sense for their institution. With this integration,



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financial institutions can give better service to accountholders, boost digital engagement, grow revenue, take advantage of new lending and credit opportunities, and gather data to get a better understanding of their accountholders' needs to offer them customized products and services.

For Array, the opportunity to work with Jack Henry came at just the right time. Within just two and a half years of the company's founding, Array has already served 150 clients and over five million end users. Despite being new to this vertical, Array currently has roughly 20 total live financial institutions in the United States, and that number will only continue to grow.

That's why Array values the experience and reputation that Jack Henry brings to the table. Jack Henry is a trusted advisor to financial institutions – and it carries a lot of weight if a trusted advisor is telling those financial institutions to take a look at Array.

what makes Jack Henry unique?

For Array, one thing that makes Jack Henry unique is the dedication of its entire team.

"The culture and talent at Jack Henry is truly outstanding," says Jacob Bouer, Director of Sales and Strategic Partnerships at Array. He values the relationships he's formed with the Jack Henry representatives he works with, especially the Developer Advocate Team, who are knowledgeable, helpful, and make it easy to address and solve problems.

Yet the dedicated Jack Henry team is just the icing on the cake. What really sets Jack Henry apart is the superior functionality and ease of use of the Banno Digital Platform, which empowers fintechs to independently build their own custom integrations via the Banno Digital Toolkit.

Banno's Ease of Use and Superior Functionality

Sometimes companies will identify one potential partner for each product and push that to their customer base, says Jacob. But Jack Henry's approach is different: the company doesn't inhibit any fintech from integrating with them – even those

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Director of Sales & Strategic Partnerships, Array



that may have similar solutions that are already available in its technology ecosystem. This means more options are available for financial institutions.

“Jack Henry has taken a customer-centric approach,” says Jacob. “[They] say, ‘If our customers want it, then we’re going to send the documentation to that third party and we’re going to let them integrate because it’s going to keep our [clients] happy.’ That’s a huge change in dynamic, where the customer decides what they want instead of the provider deciding what the customer gets.”

Banno’s design features easy-to-organize cards that let users choose how to sort information, which is a major selling point.

“Banno was constructed with those tiles,” says Jacob. “From a technical perspective, that works really well with the fact that our components can be positioned in widgets. So we’re able to get much higher engagement with the user just because the entry point for the customer is front and center when they log in to their account.”

That’s what makes Banno stand out from the competition. “Those are some of the components of the technology that are highly differentiated,” Jacob explains. “It really is because of the real estate that we get within Banno, and the fact that the consumer themselves can move those tiles around.”

the Banno integration

Once work on the Banno integration kicked off, Jacob was impressed with Jack Henry’s process.

“You could say that Jack Henry is at the forefront of what it means to have a successful implementation,” says Jacob. “With Jack Henry, it was all in our control. We were less reliant on them just because of the way they built their infrastructure, so it was a much smoother process.”

Array didn’t come into their relationship with Jack Henry with tons of integrations under their belt. They had done well with fintech companies, and that meant that in a lot of cases, they exposed their APIs to the fintech, and the fintech did all the integration work. Jacob was pleasantly surprised that Jack Henry “flipped the script,” which made the Banno integration more seamless than most.



As of November 2022, Array had over 34,000 users enrolled across all nine Banno clients.

“We were able to take our APIs and integrate that directly into Jack Henry with their API documentation,” Jacob explains. “And it worked.”

the results are in

After completing the integration, Array quickly went live with five Banno clients ... and enrollment numbers are good.

For a small Mississippi-based credit union, initial enrollment rates were strong: nearly 18% of all digitally engaged users signed up, with 2,100 total users enrolled to date. Numbers for a Pennsylvania credit union are encouraging, as well: they’re up to 1,300 users enrolled.

As of November 2022, Array had over 34,000 users enrolled across all nine Banno clients, and additional Banno clients are expected to go live soon.

“Our clients are excited about Array’s products because it gives their users a reason to keep coming back to their platforms,” says Jacob. “They’re giving their users a value-add experience by increasing their credit literacy and helping them protect their online identities, which is crucial in today’s environment.”

“we made the right decision”

Once Array joined forces with Jack Henry, they never looked back. “Jack Henry has been around for far longer than Array, and we’ve learned a ton,” says Jacob. “We value their expertise and their approach to innovation, and every interaction we’ve had with them reinforces the fact that we made the right decision.”

create limitless possibilities

[Learn more](#) about opening the doors to fintech innovation with Banno.

For more information about Jack Henry, visit jackhenry.com.