



What Are You Hearing?

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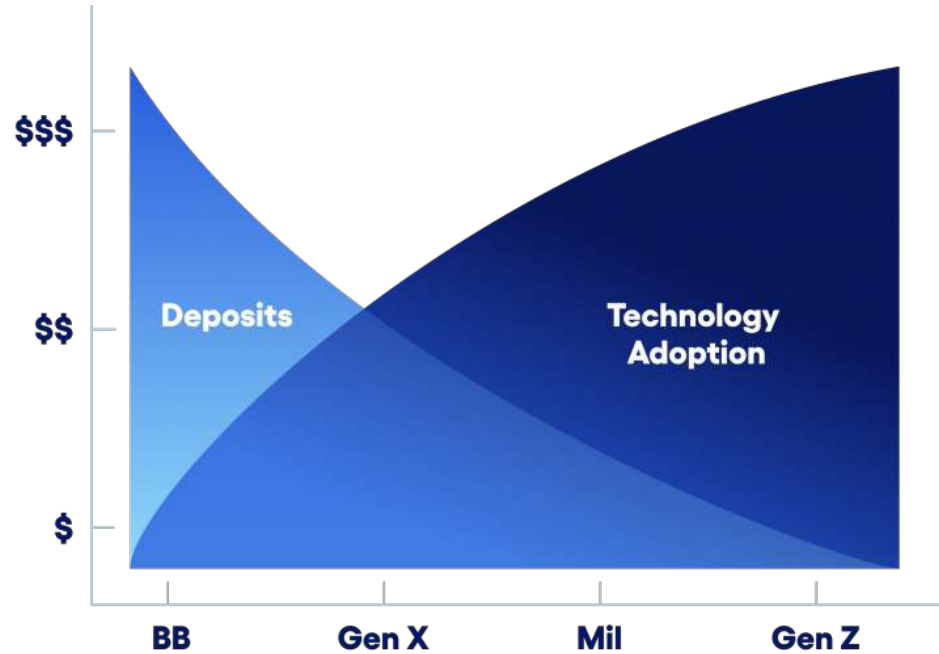
Jack Henry

the current **landscape**

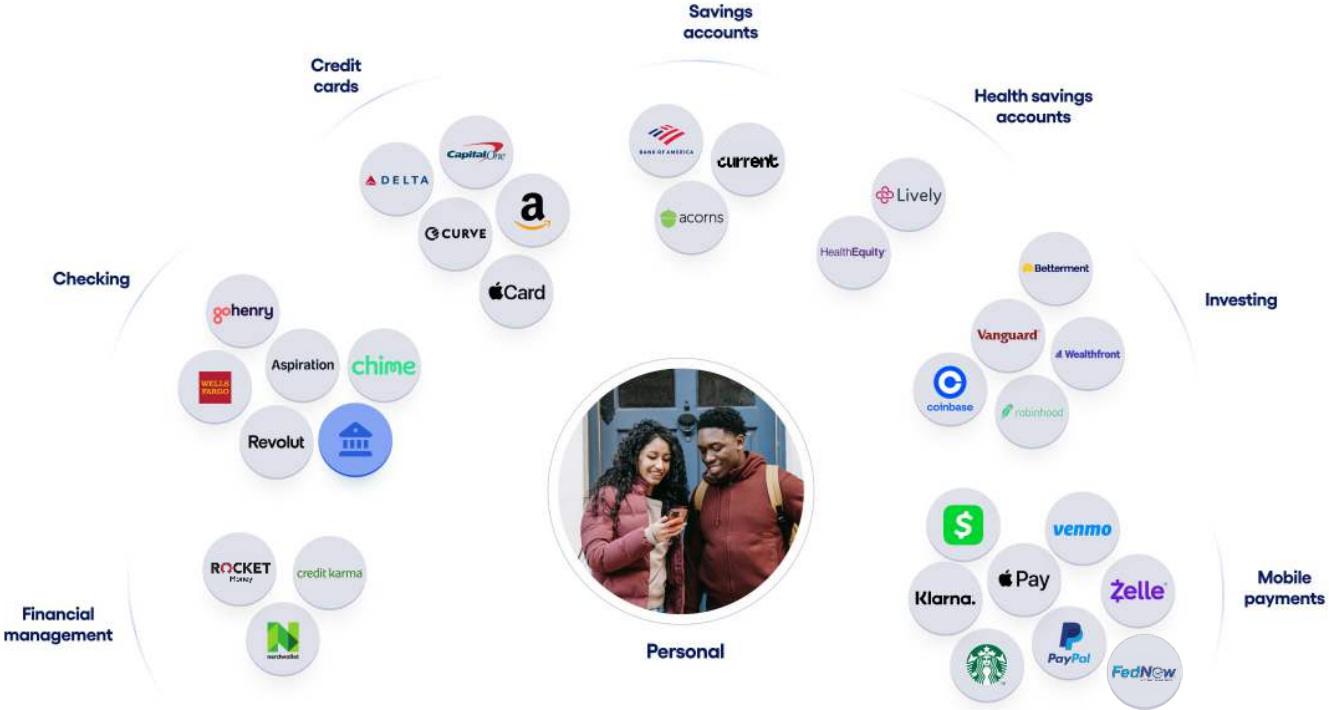
two things remain constant:



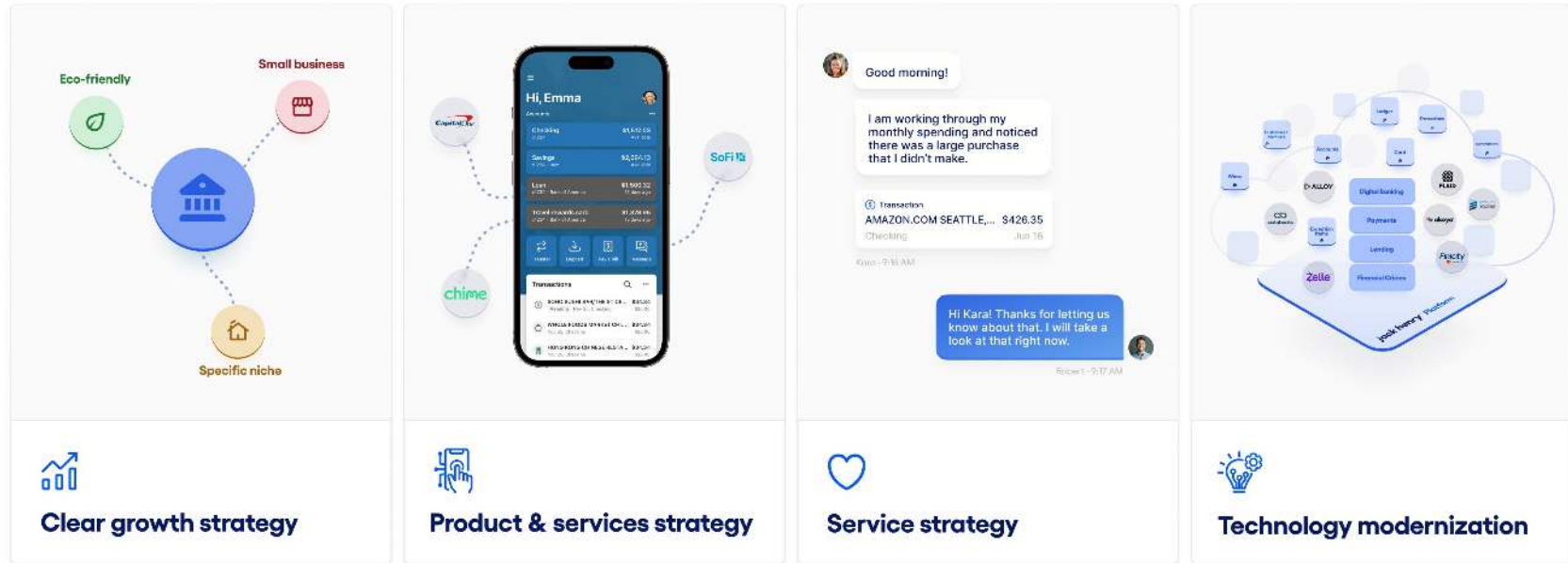
follow the money



redefining the **value** of financial services



how your financial institution can capture this opportunity



2023 Technology Survey

*Exclusive Full Report:
Bank Services Members*



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serving different generations

9. Do you believe that your bank has the tools in place to effectively serve the following generations of customers?

Generation X (43-58)						
Bank Asset Size	>\$10B*	\$5B-\$10B*	\$1B-\$5B	\$500M-\$1B	<\$500M	Total
Yes	100%	88%	88%	82%	77%	84%
No	-	13%	4%	9%	-	6%
Unsure	-	-	8%	9%	23%	10%

Baby Boomers (59-77)						
Bank Asset Size	>\$10B*	\$5B-\$10B*	\$1B-\$5B	\$500M-\$1B	<\$500M	Total
Yes	100%	100%	96%	96%	91%	96%
No	-	-	-	5%	9%	3%
Unsure	-	-	4%	-	-	2%

serving different generations

Gen Z (16-26 years old)						
Bank Asset Size	>\$10B*	\$5B-\$10B*	\$1B-\$5B	\$500M-\$1B	<\$500M	Total
Yes	33%	13%	13%	14%	31%	18%
No	33%	75%	57%	48%	46%	53%
Unsure	33%	13%	30%	38%	23%	29%

Millennials (27-42)						
Bank Asset Size	>\$10B*	\$5B-\$10B*	\$1B-\$5B	\$500M-\$1B	<\$500M	Total
Yes	75%	50%	42%	36%	62%	47%
No	-	50%	17%	32%	23%	25%
Unsure	25%	-	42%	32%	15%	28%

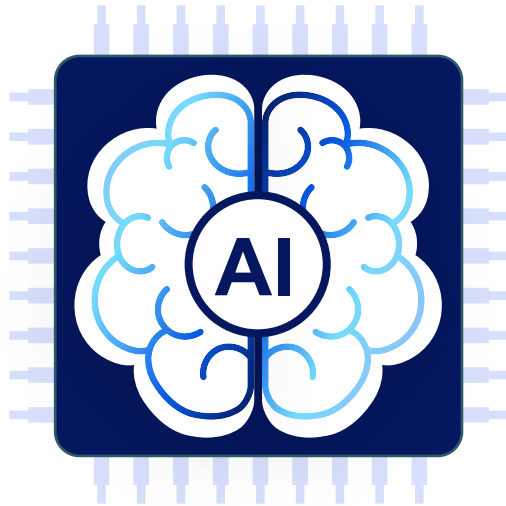
next gen banking platforms



the ideal platform ecosystem:

- Is open and relational
- Delivers platform-as-a-service (PaaS)
- Offers developer toolkits and open APIs
- Delivers ongoing and deep integration of capabilities
- Facilitates partnerships with the highest grade fintechs to solve your biggest problems

artificial intelligence



Predictive AI



Generative AI



Conversational AI



Multimodal AI

2024 top tech spending priorities



Most FIs plan tech spend increase

- 35% expect 1-9% increase
- 33% expect 10-19% increase
- 9% expect 19%+

Top spending priorities

1. Data and analytics
2. **Security and fraud**
3. **AI and ML**
4. **Digital payments**
5. Automation tools/platforms
6. **Cloud-based architectures**

Source: Arizent. 2024 Predictions: What to Expect in the Year Ahead
Base: Total respondents n=314

AI strategy planning

Establish strategic objectives

1. **Document** AI principles
2. **Formalize** a strategic plan
3. **Establish** AI governance and compliance
4. **Develop** risk management processes to mitigate potential AI risks
5. **Invest** in robust infrastructure to support AI initiatives
6. **Identify, create** and **expand** third-party partnerships to leverage industry expertise

