

Online Banking

Strategies for the Internet

REPORT

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Digital Small Business Banking

How can banks best tap this massive market?

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Abstract: There is no other issue that ignites our passion than the lack of attention paid small- and micro-businesses. There are many reasons why this segment continues to fly under the radar of mainstream banks. But with digital delivery, "cost to service," is no longer a valid excuse.

In this report, our sixth at servicing small biz online (and now mobile too), we outline new ways to profitably serve small businesses.

Buyers of this report are also eligible for a free copy of our previous *Small Business Report* (OBR 172/173) published in 2009. It contains additional material still valid for today's strategists and small biz product managers.

Companies mentioned: Alabama Credit Union, American Airlines CU, American Express, Aptys, Bank of America, Bank of Montreal, Bank of New Zealand, Barclays (UK), BBVA Compass, BCSG, California Bank, CAN Capital, Columbia Bank, Deluxe, FirstData, Frost Bank, iBank, Illinois National Bank, Luminous, MB Financial, Mitek, Mineral Tree, P2B Investor, PNC Bank, SaaS Markets, Square, Swift Capital, The Receivables Exchange, Vancity, Vantiv, VerifyValid, Webster Bank, Yodlee



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