

Nordea



Innovation at Nordea

Nordea

Consumers decide what the **future** technology landscape will look like

Uncertain future, requires an **agile** multi-option approach

Nordea will stay in the forefront as a **Digital relationship bank**

Telecom & Media have **reinvented** themselves, **Banks** will too

Banks will **continue** to play a key role – **through collaboration**

Why innovation at Nordea?

Nordea

New
technology

Blockchain
Mobile developments

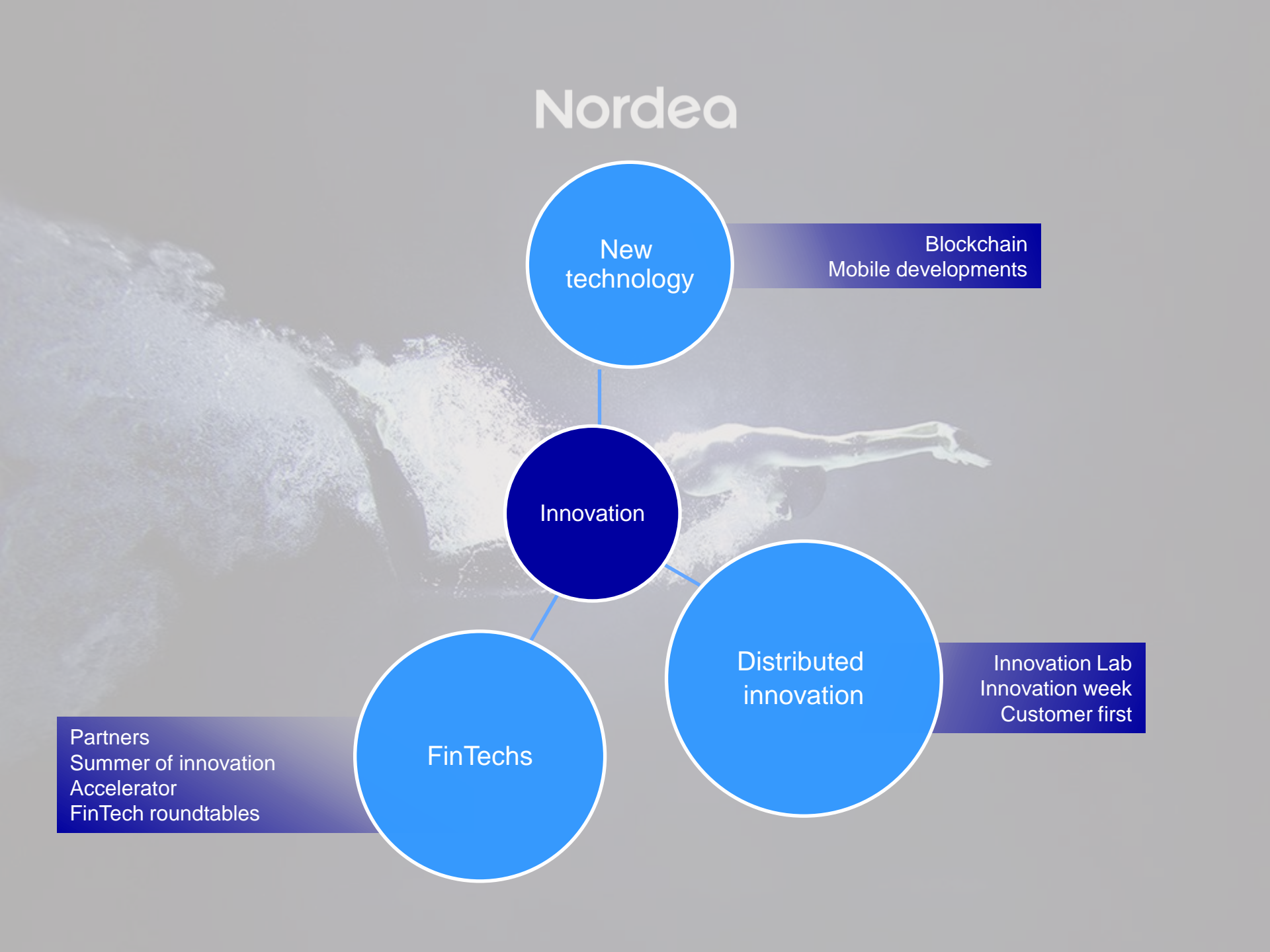
Innovation

Distributed
innovation

Innovation Lab
Innovation week
Customer first

FinTechs

Partners
Summer of innovation
Accelerator
FinTech roundtables



FinTech – Startup Accelerator

Nordea 



Startup Accelerator
powered by Nestholma

May-Aug – Applications

Identify opportunities for new incremental and radical business innovation – form the future bank

Claim our spot on the Nordic startup scene as a corporate innovation partner

Aug – Selection

Stimulate growth of innovative culture and insight in Nordea

Sep-Dec – Nordic 12-week program

Dec – Demo day

Emerging Technologies

Digital life and Pension

Banks role in sharing economy

Enable rapid transactions in collaboration economy

Compliance and changes in regulation

New technology - Blockchain

One of the first banks in the Nordics to pioneer distributed ledger technologies



Collaboration is key

- Explore new technology to enhance customer experience
- Several ongoing initiatives to solve customer challenges
- Strong group commitment

Blockchain - a game changer?

Still in the early days of development

- A technology looking for a problem to solve
 - important not to lose focus on customer needs and solving “real business problems”
- Industry is in a PoC-phase in isolation or in partnership
 - a need to reach the level of community piloting for which DLG is one vehicle
- Issues with the current versions of the technology need to be addressed
 - e.g. identification, access control, speed, security, scalability etc.



Distributed innovation – Innovation week

Envision future customer behaviour & enable Corporate solutions, in a sustainable & socially inclusive future

2016 Market outlook
Mega trends shaping our future

Using Market Outlook megatrends to brainstorm future real world applications delving into the relationship between them for service opportunities (through a socially innovative lens) to...



Promote an innovative, socially conscious culture and positive mind-set throughout the Cash Management organisation to...



Create a common vision of future customer behaviour & interaction with a socially conscious future bank

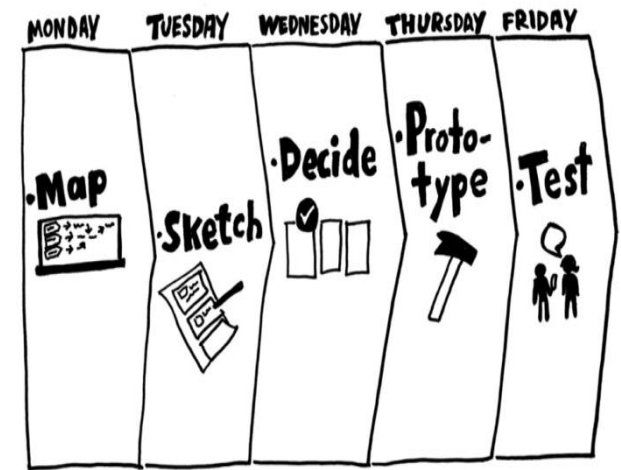
Distributed Innovation - INNOVATION LAB

Drive Innovation & Development



Partnerships – Summer of Innovation

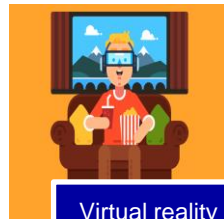
- A group of 5 students form a pop-up innovation lab
- 6 cases – One with TicketMaster
- Tasked to create a tested prototype for each case
- Target to gain immediate customer feedback through rapid prototyping in order to accelerate product and service design



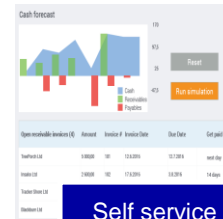
Open banking



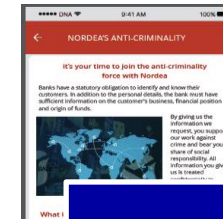
Future Cards



Virtual reality shows for Ticketmaster



Self service factoring solution prototype



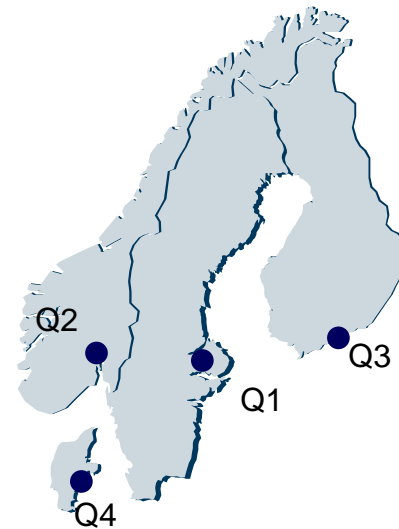
Mobile KYC tool



Collaboration model with Tech Giants

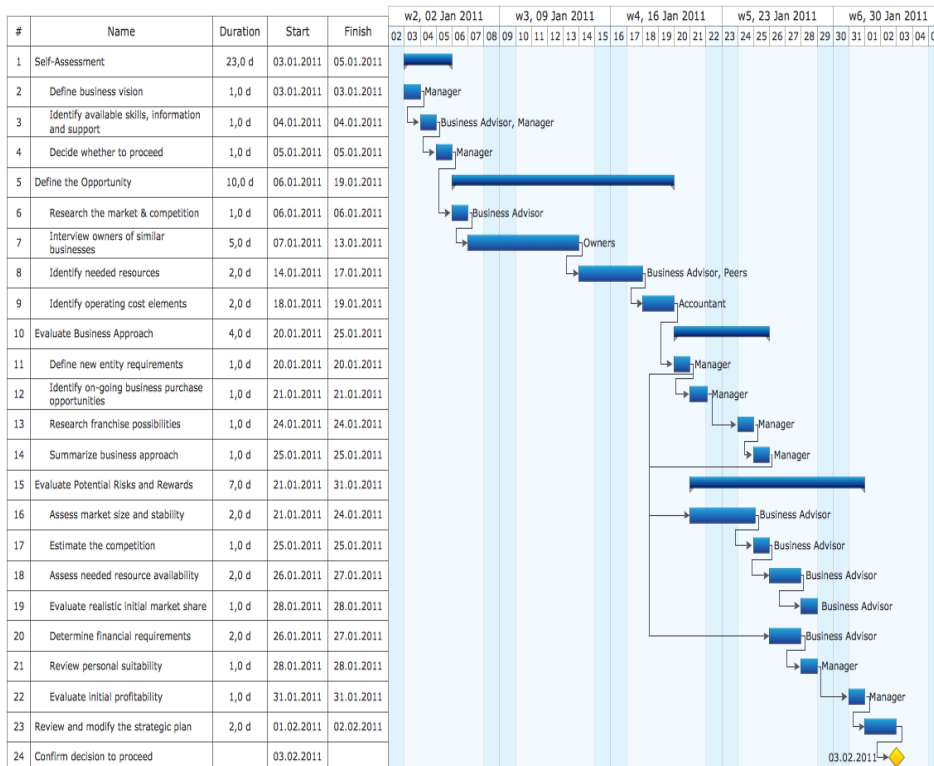
FinTech roundtables

Bring Nordea management and 8-10 FinTechs together as equals to discuss trends in the market and structures of collaboration



Partnerships – Collaboration at the core

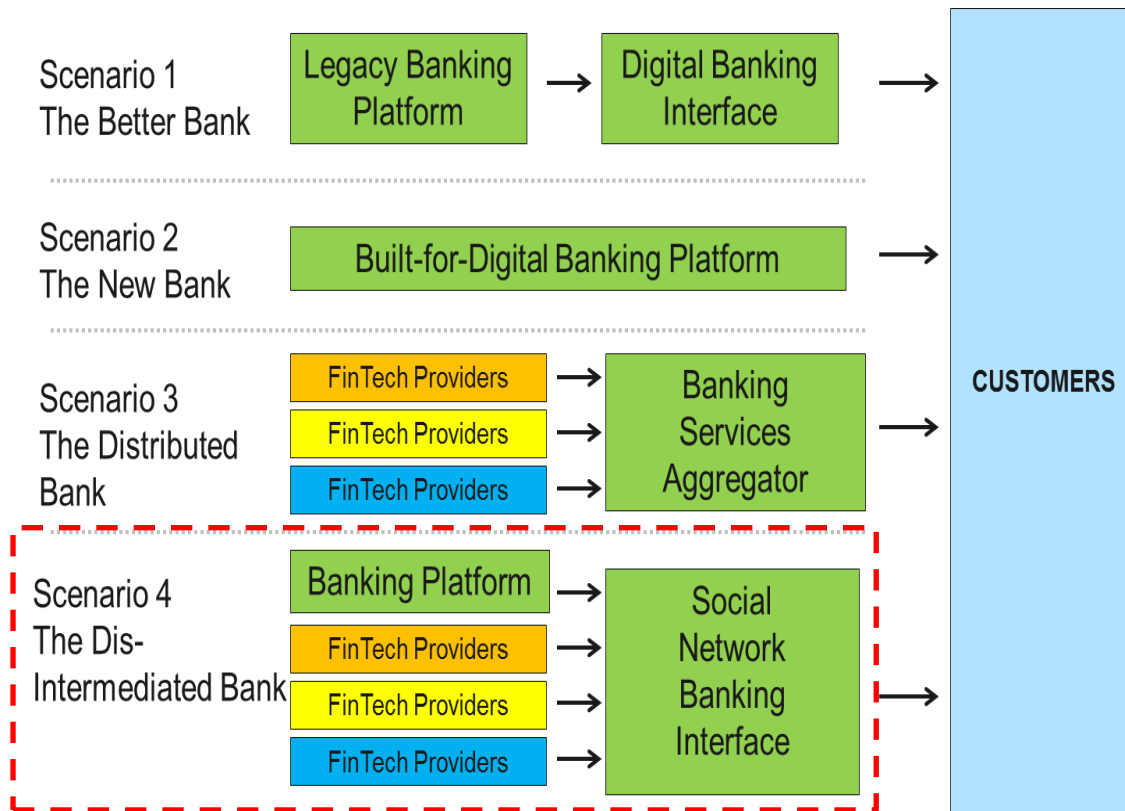
Traditional approach to development



- Big projects
- Slow time to market
- Resource constrained
- Capital intensive
- Delivery risk

Partnerships – Collaboration at the core

Collaborative approach to development



- Leverage our core banking platform
- Introduce new solutions rapidly to the market
- Open up the Bank to 3rd party development

Original Alessandro Hatami, The Pacemakers Ltd

Partnerships – Collaboration at the core

Nordea + Fintechs

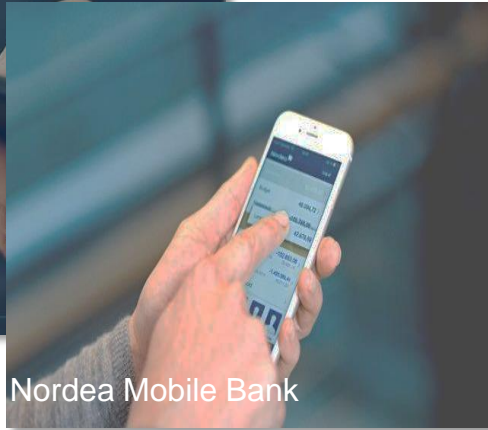
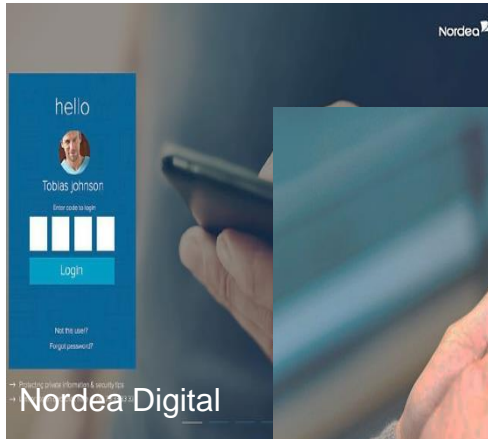
- Wide customer base
 - Strongly regulated
 - Trust
- New innovations
 - Agile development
 - New mindset to customer solutions

*We are proud to create
The Winning Ecosystems
together with you!*

New technology – Mobile development

MobilePay

Nordea Pay allows you to pay purchases from your bank account in shops around the world similarly as with a contactless payment card and to monitor your purchases and account balance



Nordea Mobile Bank



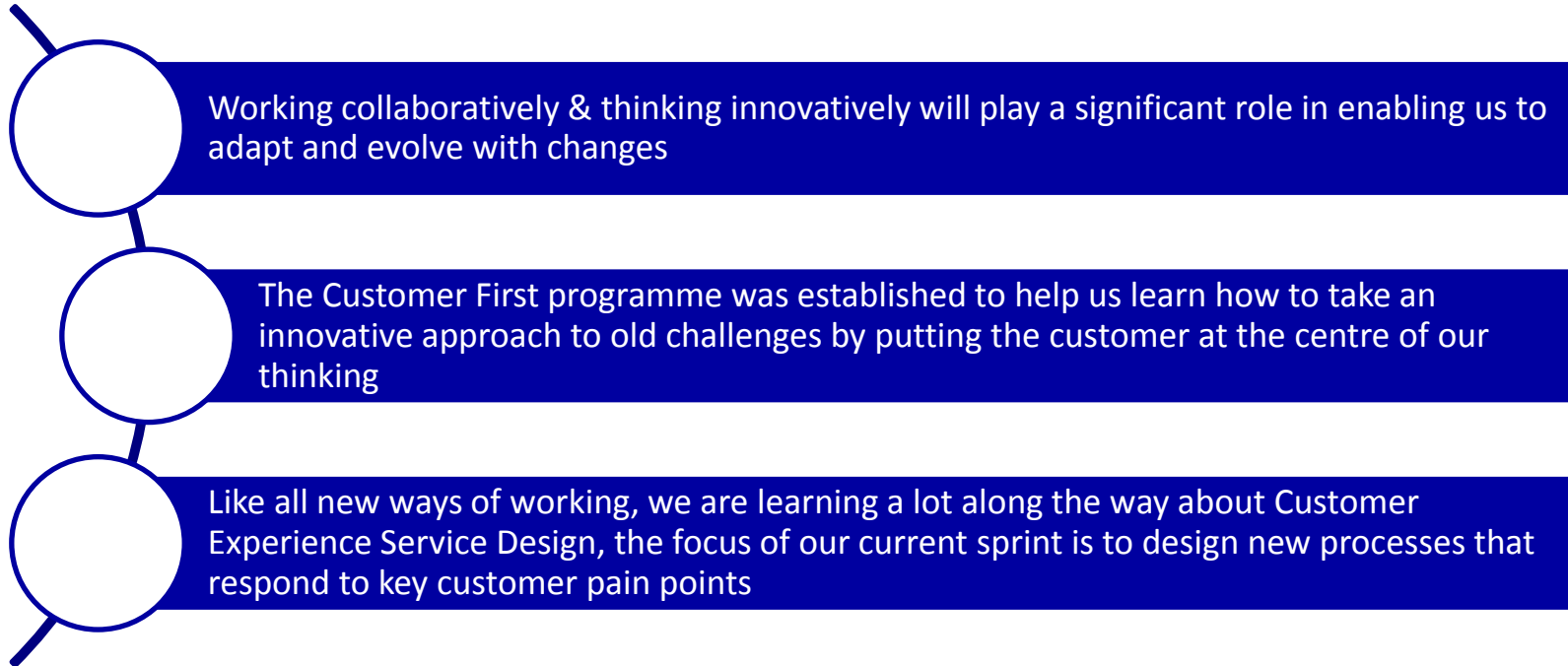
Bank-ID Digital authentication application and a bank common solution in Sweden. **Nordea Codes-** a Nordea specific authentication solution in Finland



Swish (SE) bank common solutions for conducting real-time payments with millions of users

Distributed innovation – Customer first


Customer *First*



Nordea has a clear role in the future of payments



Connecting sellers
and buyers



Delivering end-to-end
value and services



Being a trusted partner
in the digital age



Nordea

Thank you for listening!