

7 Reasons to Bank on Financial APIs

Build innovation, connectivity, and speed into your financial app development process with APIs and drive user growth.

innovation



speed

connectivity

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Introduction

Application programming interfaces (APIs) are everywhere. From securing loans and trading equities to ordering products and getting 401k advice, APIs are the power behind some of the most popular financial apps and services today. As a financial app developer, there are multiple advantages to using APIs – for consumers, and for you. In this eBook, we'll explore some of the top benefits to using APIs in this increasingly interconnected world.

“If software developers are the new rock stars, then **APIs are the instruments** with which they make their music.”¹

Brian Koles, Head of Business Development at ChallengePost

¹ Koles, Brian. “A Company Without APIs Is Like a Computer Without Internet.” Readwrite. 29 Nov. 2013. Web. Accessed 31 July 2015..

API Advantage #1: Speed



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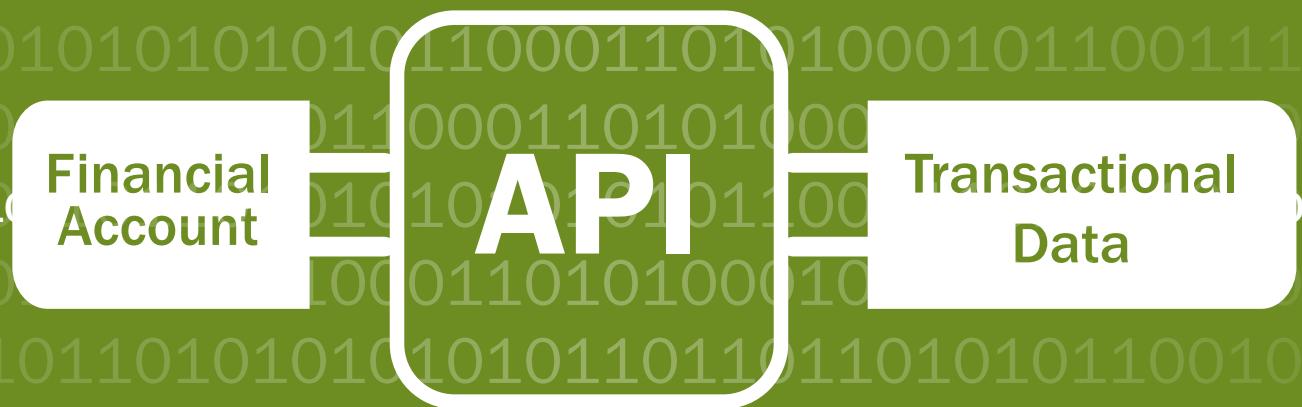
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One of the main reasons to use APIs is to speed up development time. With open and secure data APIs, you can optimize the wisdom of the financial technology sector to create, catalyze, and distribute your innovations faster. And if the API already exists, why build the code from scratch? Using APIs can help your financial app get to market before your competitors — which is key when there are millions of financial apps in the pipeline, all vying for attention.

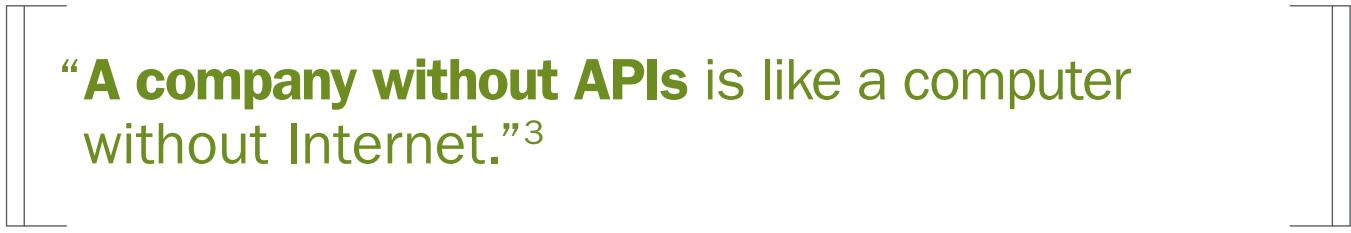
“For anyone wanting to get a financial application to market quickly, **building your own account verification solution is a non-starter.”²**

² “Enabling Financial Disruption With Instant Account Verification”. Yodlee Interactive. 2015, March 3.

API Advantage #2: Connectivity



APIs can enable your financial app to connect to user-permissioned financial accounts and transactional data to perform the financial tasks users need and desire. From digital banking and money management to account verification and payment processing services, APIs empower your financial app with greater financial functionality, providing greater value, a more innovative experience for users, and ultimately, greater user adoption and growth.



“A company without APIs is like a computer without Internet.”³

³ Koles, Brian. “A Company Without APIs Is Like a Computer Without Internet.” Readwrite. 29 Nov. 2013. Web. Accessed 31 July 2015.

API Advantage #3: Personalized User Experience



In today's rapidly evolving digital world, customer expectations have skyrocketed, and they expect an elegant, streamlined user experience, and apps that don't deliver are simply abandoned. By combining banking data, product offerings, online payment information, and other financial services, the right API can help to provide a personalized, configurable, and responsive flow to engage the most important types of customers — the increasingly growing number who expect and demand innovative financial solutions.

“Firms that use open APIs are showing themselves able to leapfrog financial services firms via faster development, and offering compelling experiences for individuals and SMBs.”⁴

⁴ Halloran, Michael. “How to Deliver Design and API-Led FinTech Innovations in 2015.” Yodlee Interactive Blog. 8 Feb. 2015. Web. Accessed 31 July 2015.

API Advantage #4: Increased Insight



By combining data analytics with APIs, businesses can gain insights into user behavior — like how much users are spending by merchant, in different geographic areas, or at different types of stores. By understanding spending patterns and trends, financial apps can help businesses better cater to their customers' needs.

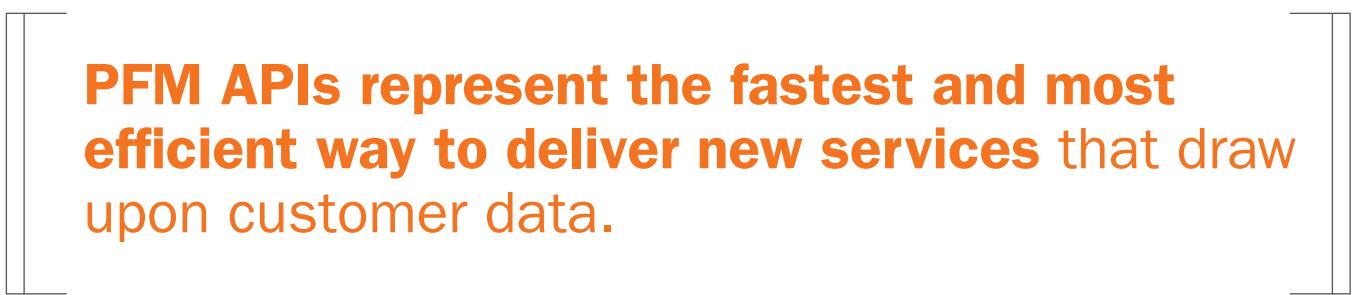
“Cloud computing platforms and applications will combine with advanced analytical tools, ever-larger data sets, and social and mobile computing to **reshape the way the financial services industry designs and delivers value-added products and services to customers.**”⁵

⁵ Wisniewski, Mary. “What Consumers Want in PFM Tools (Hint: Not Pie Charts).” American Banker. February 27, 2013. Accessed June 8, 2015.

API Advantage #5: Near Real-Time Access



With more and more customers banking and shopping remotely, financial apps need to be able to function anytime, anywhere, and on any device. Customers need to be able to connect to their bank accounts, view their available funds and recent transactions, and complete financial transactions quickly. Near real-time account verification is critical for customers seeking approval for loans, buying and selling stocks, opening new accounts, making online purchases, and engaging in other transactions.



PFM APIs represent the fastest and most efficient way to deliver new services that draw upon customer data.

API Advantage #6: Data Management and Security



Consistent, secure access to quality user-permissioned financial data is not merely a nice-to-have, but an absolute must-have for financially connected financial apps. The most efficient APIs can power your app with a robust set of permission-based consumer account and transactional data while adhering to bank-level security requirements. Effectively managing data is also key for regulatory reporting, and the right API can help.

“APIs allow you to bring new levels of personalization and engagement to your app that wouldn’t be possible without secure data as a building block.”⁶

⁶ Cheung, Tam. “What Developers Should Know Before Choosing a Secure Data Provider.” ProgrammableWeb. 10 Sept. 2014. Web. Accessed 31 July 2015.

Fuel for Driving Innovation and User Growth: Envestnet | Yodlee API

One of the biggest opportunities yet to be addressed with existing fintech tools is how to foster deeper consumer interaction through progressive engagement and personalized, curated content.

Envestnet® | Yodlee® APIs provide access to financial account and transactional data for innovative online applications. Yodlee APIs are powered by the trusted Envestnet | Yodlee Financial Data Platform. Over the past 17 years, Envestnet | Yodlee has worked with over 15,000 data sources to create the world's leading financial data network. By connecting with the bulk of the financial data providers, Yodlee APIs enable connectivity to financial institutions for transaction data, credit card companies for payments data, brokerages for trade data, wealth managers for holdings data, and much more.

Envestnet | Yodlee Aggregation API



Envestnet | Yodlee Aggregation API is a new simpler, intuitive RESTful API that allows developers to integrate and access Yodlee's Financial Data Platform with less effort and time spent. It is designed for developers who need permission-based access and bank-level security to access their customers' bank, credit card, investment, mortgage, reward, and loan accounts.

Envestnet | Yodlee Account Verification API



With Envestnet | Yodlee Account Verification API, developers can simplify and speed the activation process so consumers can connect to their accounts and use your app immediately. Yodlee Account Verification API offers a safe, secure, and fast way to onboard consumers, connect their financial accounts, mitigate payment and account funding risks, and verify an account and the account status.

Conclusion

APIs drive the technologies used to process and integrate financial services data into apps. They make it possible for software apps to connect in real time. They also enable you to build intelligence, security, and innovation into your financial apps — and deliver them faster than the competition. The future of technology revolves around APIs. By leveraging them today, you can maintain relevancy and make a lasting difference in the interconnected financial world.

How can I learn more?

- [Download](#) the industry briefing by Collin Cainright: “FinTech Rising Ebook: Developments indicating the future of money, finance, and payments”
- [Download the whitepaper:](#) “Enabling Financial Disruption with Instant Account Verification”
- [Download the data sheet:](#) “Build the Next Generation of Financial Applications”
- [Download the whitepaper:](#) “Building and Distributing Applications for Financial Services: What to Look for in an Aggregation Partner”

For more information, visit: www.yodlee.com.





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