



helix

Making Finance human through disruptive innovation

Traditionally, banking platforms have been built at great expense. But now, by utilizing the Azure cloud, there is an opportunity to provide banking products at a reasonable cost, without compromising security or quality of services.

Helix's cloud-native architecture allows it to operate much more efficiently than traditional cores, lowering the cost of serving user accounts and enabling companies to design products around customers who may have been underserved by traditional banking products. Helix has evolved the business model to help make it profitable to serve lower income users, which creates an incentive for companies to build banking solutions that disrupt and innovate. Helix's cloud-native architecture allows lower cost operations than traditional cores and incentivizes innovative companies to build relevant inventive banking solutions.

By leveraging the power of Microsoft Azure Cloud, Helix provides the frameworks and platforms that Fintechs and innovative brands need to roll out solutions in a competitive and disruptive market.



Low-latency, highly accessible platform structured to provide customers with trusted and secure financial services



Competitive product portfolio built on a robust banking platform



Sustainable and measurable growth across customer, investment and employee bases

INDUSTRY:

Financial Services Industry

INDUSTRY SCENARIO:

Build a robust banking-as-a-service platform powering fintech partnerships focused on product differentiation and deeper product integration.



We aim to change the face of the financial system and how it impacts real people. The unifying thread between our clients, who are tackling very different problems for different demographics, is the fact that the financial system has been disassociated for most consumers for a long time. If our platform can be even a small part of making that human, then our work is worthwhile."

Ahon Sarkar, GM, Helix by Q2



Smart disruption with intelligent financial solutions

Betterment, a company that makes financial savings and investments simpler and easier for consumers, recognized the importance of creating a product portfolio that would deliver seamless experiences and value to customers. To achieve this goal, Betterment partnered with Helix by Q2 - a Microsoft partner and the industry's only cloud-native core purpose built for embedded finance - to utilize a low-cost banking platform that's compliant, capable and robust.

"Our core customer is the millennial professional and they consume their financial services online," says John Mileham, Chief Technology Officer at Betterment. "This made it critical to find the right banking partner to provide FDIC-insured accounts so we could focus on differentiating our product and providing deeper integration with the rest of our product lines."

The challenge was to find an accessible and capable solution that would allow for Betterment to host accounts in the cloud, removing reliance on multi-servers and server farms. The Betterment team met with several different companies to find a solution that fit their parameters and finally settled on Q2 as the company's Helix platform provided a robust feature set, modern APIs, and ongoing expert support.

The Helix platform relies on Microsoft services running in the Azure Cloud environment. Azure Synapse enables easy and secure data sharing with cloud-based analytics, and Azure alerts reliably create proactive notifications of balances and transactions in near real-time. Business continuity is assured due to the platform's multi-region Azure SQL Managed Instance architecture, which provides high availability and seamless failover for disaster recovery. Customers can manage self-service requests, like PIN resets, through the Azure platform's HSM (Hardware Security Module).

With Helix, Betterment was able to nimbly support lighter versions of a core banking ledgering system that was cost-efficient, customizable, and in the cloud.



The value of digital efficiency

The solution allowed for Betterment to go to market with a scalable, cloud-native core that was purpose-built for embedded finance. Controls and compliance domains were structured based on responsibility, and used an Azure-hosted instance to onboard new clients at speed and within high-end security constraints. The platform provides low-latency services that have a proven track record - user counts have increased by more than 100% year-on-year with no performance latency.

"Q2 has been a great partner, not just in the build and deployment of our banking product, but in helping us to create the right environment for customers and talent alike," says Mileham. "The solution was focused on embedding a high level of service across all the capabilities that a modern banking system needs."

Since implementing the solution, Betterment has achieved Series F funding, gained 150 new employees in 2021, and extended its strategic capabilities. The company is expanding into broader employee financial wellness benefits and consistently refining its existing product set to ensure that customers always have the tools they need to improve their financial lives.



helix by Q2

About Helix

Helix gives innovative fintechs and brands the building blocks of banking — accounts, cards, payments, data and controls, admin tools, and monetization solutions — to make it easy to embed personalized financial experiences that easily integrate and scale. These personalized financial products solve customers' problems while driving growth, engagement and stickiness.

To learn more visit: www.helix.q2.com