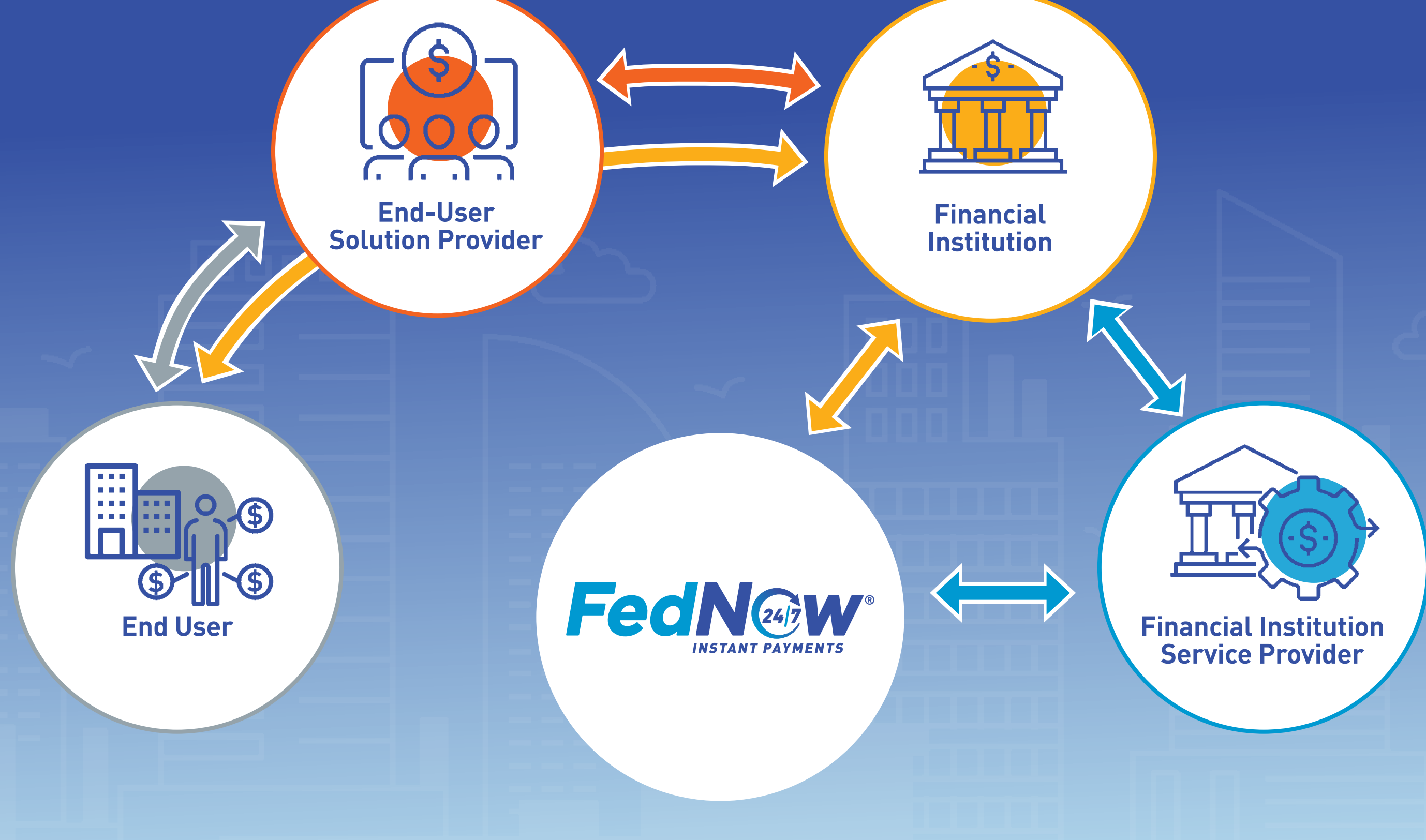


## You are a major part of the ecosystem

The FedNow<sup>®</sup> Service provides an instant payment platform that financial institutions and other organizations can use to build innovative payment solutions for businesses and consumers. But it will take more than the launch of the service for instant payments to go mainstream. The entire payments ecosystem must work together to create products that deliver the speed and convenience of instant payments throughout the United States.



### Where do you fit in?

You may play more than one role.

For example, a payment processor that helps financial institutions connect to the FedNow Service may also provide instant bill presentment services to business end-user clients and may itself be a business end user that would benefit from instant payroll.



### Financial Institution

- Banks
- Credit Unions
- Savings and Loans
- Correspondents
- Bankers' Banks
- Corporate Credit Unions

#### Role

Use the FedNow Service to build and offer new instant payment offerings — often with service provider support — to your customers. Financial institutions can also provide liquidity instantly through the FedNow Service.

#### Opportunities

- Offer new products and services
- Keep pace with the competition
- Improve customer experience
- Generate new revenue streams
- Attract and retain customers

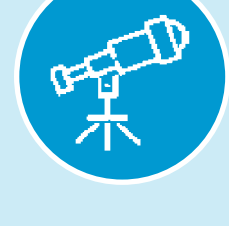
#### Next Steps

- Assess how instant payments could help you meet your customers' needs
- Talk to your service providers about how they can support you



#### Role

Enable financial institutions to offer instant payments to their customers by providing services such as transaction processing, FedNow connectivity, settlement, fraud management, mobile banking and more.



#### Opportunities

- Enhance your product portfolio
- Retain and grow market share
- Differentiate yourself from the competition
- Generate new revenue streams



#### Next Steps

- Discuss your instant payments roadmap with financial institution clients
- Determine how you'll integrate instant payments into your product and service portfolio
- Download FedNow ISO<sup>®</sup> 20022 message specifications



### Financial Institution Service Provider

- Payment Hubs
- Processors
- Gateways
- Core Banking Platform/Provider
- Operational Systems Providers
- Fraud and Risk Management Providers
- Middleware Providers
- Customer-facing Application Providers



### End-User Solution Provider

- Digital Wallets
- Point-of-Sale (POS) Services Providers
- Mobile Payment Providers
- Treasury Services Providers
- Embedded Finance Solution Providers
- Accounting Software
- Bill Pay Services and Invoicing Software Providers

#### Role

Work with participating financial institution partners to develop instant payment services — such as point-of-service terminals, bill payment software and payroll services — for use by end users.

#### Opportunities

- Develop new business opportunities
- Enhance product portfolios
- Increase value-added user engagement
- Maintain or generate new revenue streams
- Improve customer experience

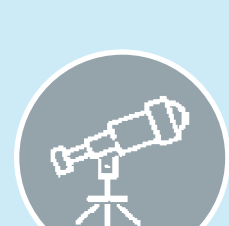
#### Next Steps

- Evaluate how your organization can meet your customers' needs with instant payments
- Determine how you'll integrate instant payments into your product portfolio
- Talk to your financial institution partners about their instant payment plans



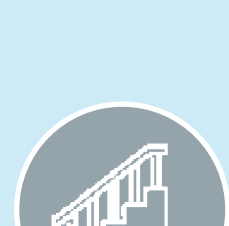
#### Role

Send and receive money immediately by using instant payment products offered by your financial institution or other solution providers.



#### Opportunities

- Send and receive money with confidence
- Reduce risk of late fees
- Gain better control of cash flow
- Improve efficiency of corporate payments and streamline reconciliation processes



#### Next Steps

- Learn more about how instant payments can benefit you or your organization
- Ask your financial institution about their plans to offer new instant payment services



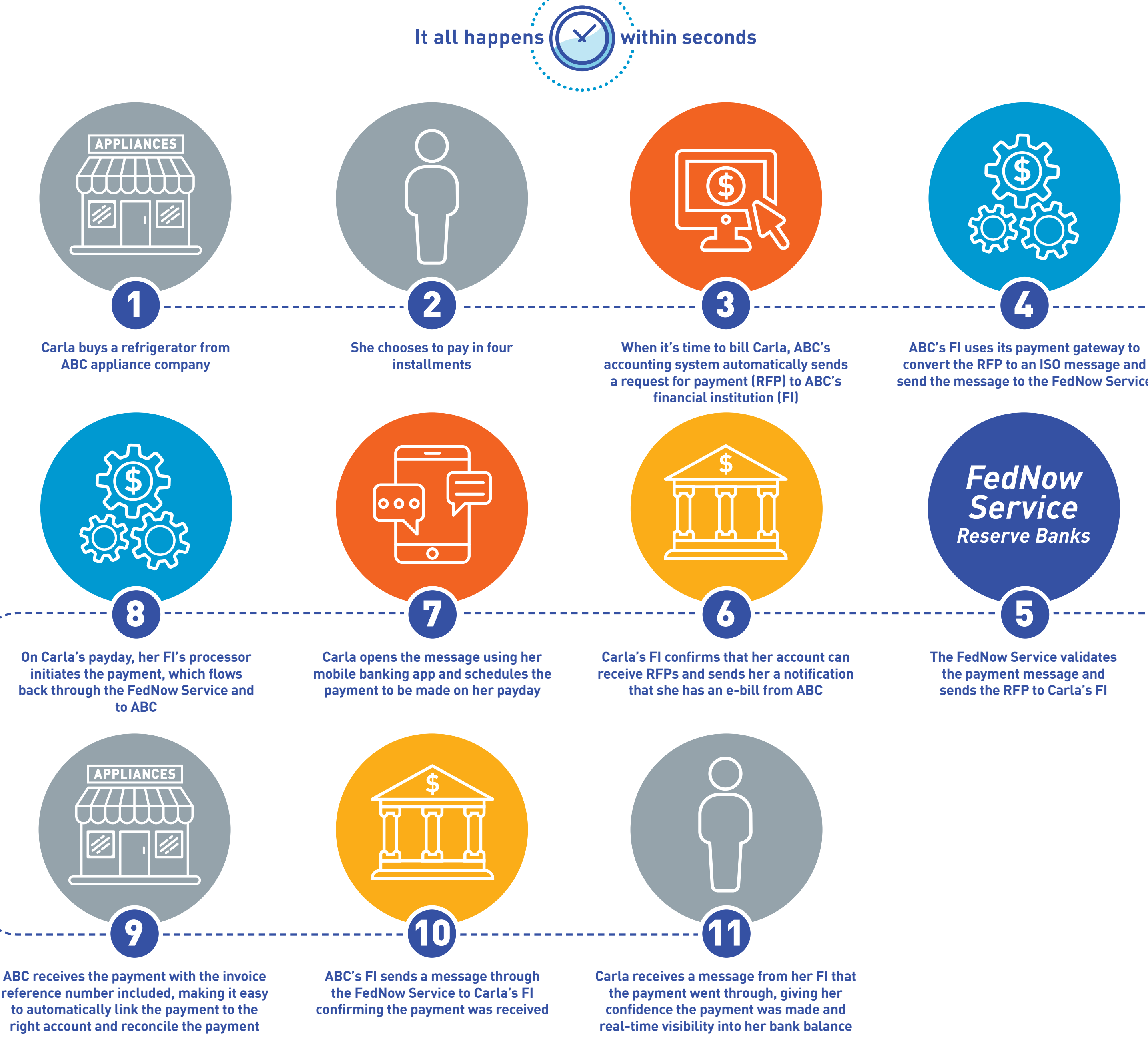
### End User

- Individuals
- Businesses
- Nonprofit Organizations
- State and Local Governments
- Financial Advisors
- Wealth Managers
- Online Brokers

## Ecosystem in action

Here's an example of how all players work together

It all happens within seconds



- End User
- End-User Solution Provider
- Financial Institution
- Financial Institution Service Provider

Learn more at [FedNowExplorer.org](https://FedNowExplorer.org)