

Unlocking Debit and Credit Card Digital Innovation

Use API Portals to Enhance the
Consumer Payments Journey

Financial institutions place a premium on delivering real-time information and digital payment services. To help meet these goals, financial technology providers have introduced application programming interface (API) portals. These portals can help financial institutions and their developers drive digital innovation and accelerate the growth of credit- and debit-centric products and services that boost client satisfaction.

Many debit and credit card technology integration efforts and product implementation processes don't meet the fast-paced and urgent demands of today's financial institutions. When that's the case, patience expires and their consumers seek providers delivering the digital solutions they want. Investing in digital growth is vital, so financial institutions must have confidence that they – and their digital partners – are providing consumers with timely and frictionless payments experiences.

This is easier said than done. However, financial institutions are discovering that they can accelerate and drive innovation with use of API portals.



Key Outcomes:

- Improve speed to market
- Streamline product integration
- Collaborate more effectively
- Gain a competitive advantage
- Improve overall revenue

Speed to Market

The value of API portals is in their ability to fast-track the delivery of products and services that meet evolving business requirements and consumer needs. Initially used by technology providers to develop their own products, financial service providers now make them available to developers who use them to enhance and customize their end-users' experiences.

API portals provide easy and direct access to proprietary technologies, definitions and protocols for building and integrating application software. Using intuitive, online interfaces, developers can create mobile apps, internal integrations and digital products, and enable a wide range of digital experiences for consumers.

Technology providers typically provide a unique key to participating developers, allowing to search for solutions and obtain real-time answers. This functionality streamlines product delivery and ensures speedy development of new digital payment tools.

Enhanced Experience and Operational Efficiencies

Using an API portal and integrating APIs into applications can produce a domino effect of positive outcomes.

- The portal serves as a one-stop shop; financial institutions can visit regularly and only have to sign in to one location to work on all cardholder-related activities
- As more digital debit and credit card capabilities are implemented, financial institutions benefit from the stickiness created from cardholder appreciation for their efforts
- In many instances, the new capabilities will enable cardholders to self-serve, strengthening relationships and reducing call center/customer care support costs, which can be reallocated to other areas

An API portal should fuel innovative product development and lead to the creation of new digital journeys for consumers. APIs can be used to connect card-related activities together, delivering a seamless and integrated experience. Clean, scalable APIs facilitate in-demand features and use cases. The resources and tools within the portal empower developers to rapidly integrate new functionality into debit and credit products, and provide ongoing support to financial institutions as they seek to evolve and scale up their payments business.

An Easier Path for Developers

Existing as a virtual front door, a developer portal should centralize the availability of API products and showcase content for speedy access and use. An ideal portal is easy to navigate, allowing developers to quickly focus on building their applications and business logic.

Portals should also provide developers with instant availability to documentation. By centralizing a clear, searchable library of documentation, developers become empowered to create a self-servicing website. This also includes reference endpoints, routes, requests, responses and sample use cases.

A Well-Designed API Portal Includes These Features:

- A continuous build, test and deployment process with strong version controls
- A comprehensive dashboard with trends, errors, traffic, as well as granular information per developer – so users can measure their performance accurately and manage workflows appropriately
- Segmentation that creates tiers for available APIs based on marketability, product area and overall enterprise value, enabling financial institutions to identify the business value of an API
- Use of sandboxes for self-serve testing

The ultimate goal of developer portals is to enable productizing a financial service provider's current and future offerings, promoting faster adoption by a broader range of developers. A properly configured developer portal enables service providers to connect more deeply with financial institutions, better understanding their needs and anticipating problems before they happen. The portal broadens innovative opportunities, improves speed-to-market, and promotes collaboration with partners and vendors.


Digital Delivery


Digital developers expect best-in-class APIs in an easily accessible, self-service model. With API functionality, financial institutions gain access to tools that promote ever-faster and more productive credit and debit program workflows.

As the digital transformation of financial services and payments continues, collaboration between technology service providers and financial institutions is the key to delivering intelligent and secure consumer experiences. Financial institutions that take full advantage of APIs will be able to deliver the innovative digital experiences that consumers want and expect.

Connect With Us

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