



A Hitachi Group Company

Scaling **embedded finance** through integration strategy

A leading U.S. bank set out to expand its embedded finance capabilities but faced challenges in evaluating potential partners, scaling integrations, and aligning internal teams for efficient delivery. With GlobalLogic's strategic foundation and operational model for embedded finance, the bank unlocked measurable improvements in integration speed, efficiency, and partner execution:



accelerated integration
implementation



strategic
integration roadmap



reduced downtime
and support needs



Challenge

A leading U.S. bank needed to scale its embedded finance offering but lacked the strategic framework and operational structure to do so effectively.

Without a clear partner evaluation process or a scalable integration model, **the bank faced inefficiencies, delays, and unclear roles** across marketing, sales, and support.

To realize the revenue potential of embedded finance, **they needed a roadmap** to assess integration readiness, streamline execution, and enable cross-functional collaboration.

Value Created

- **Partner evaluation framework** – Structured profiles and scoring models to assess and prioritize embedded finance opportunities..
- **Integration readiness assessment** – Gap analysis and roadmap development to improve scalability and execution.
- **API Center of Excellence** – Centralized integration oversight with improved documentation, automation, and governance.

Impact

- **Accelerated partner onboarding** and integration timelines.
- **Reduced downtime** and support costs through improved documentation.
- **Enabled better decision-making** through clear ownership and governance.
- **Improved self-service capabilities** and decreased help desk volume.