Press Releases

Strands continues its global expansion in the United States

MIAMI, Aug. 3, 2017 /PRNewswire/ -- Having collaborated on 600 product implementations with banks in some 36 countries to date, Strands' rapid global expansion has now grown to incorporate an ambitious venture with U.S.-based bank, Huntington National Bank, reaffirming its presence in the North American market with the only fully-customizable digital money management solution in the region.

Strands' international insight allows partners to guarantee a higher user adoption of its services and helps them innovate at a much faster pace. Huntington, based in Columbus, Ohio, aims to draw on Strands' more than 10 years' experience in global markets and in-depth knowledge of innovation on an international scale by implementing its Personal Finance Management (PFM) and Business Finance Management (BFM) solutions.

"For Strands, this is an opportunity for further growth in the region, and to demonstrate the value our technology delivers compared to traditional PFM vendors in the U.S. We are pushing the envelope and delivering a product that will align seamlessly to Huntington's brand and unique digital banking experience," said Erik Brieva, CEO of Strands. "Strands' recent exponential growth is a clear testament to the unique enterprise platform built by our team of experienced engineers and data scientists over the past 10 years."

In an era of massive change in the banking industry, banks need more than just a 'plug and play' software, or a one-time solution in which banks 'go it alone' once the PFM or BFM implementation phase has been completed and merged with the existing core banking system. Banks have evolved to the stage where they now need a collaborative innovation partner to help them succeed in the long term.

With Strands' focus on customization and personalization, the close relationship it forges with internal innovation teams and their collaborative work ethic, change happens in keeping with the customers' needs as they arise.

Driving Digital Money Management: Leading the Way
"Strands is the right partner for Huntington because they are a leader in this area and their capabilities were a good match with our needs," said Mark Sheehan, Payments and Channels Director for Huntington. "The Strands team will help us provide new, customer-centric, digital banking solutions, which will both help our customers and differentiate our offering."

Strands' U.S. offices are in Miami with headquarters in Barcelona and additional offices in Buenos Aires, Kuala Lumpur and Mexico.

About Strands
Strands is the FinTech partner for banks, serving more than 600 bank implementations with over 100 million customers in 36 countries. Clients include Barclays, BBVA, Bank of Montreal, Commercial Bank of Africa, Deutsche Bank, and Huntington, among others.

Strands is a FinTech pioneer with the award-winning solution for Personal Financial Management (PFM) launched in 2008 in the United States and Europe. Strands Finance Suite today includes a portfolio of products that share a common foundation based on Big Data Processing, Artificial Intelligence, Machine Learning, Open API and best-in-class Customer Experience.

The company's mission is to enable banks and merchants to anticipate customer needs and proactively suggest next-best-actions to increase long-term customer value. Strands' solutions empower people to better manage their financial and consumption life, and take decisions in a smarter, more transparent and independent way.

www.strands.com

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