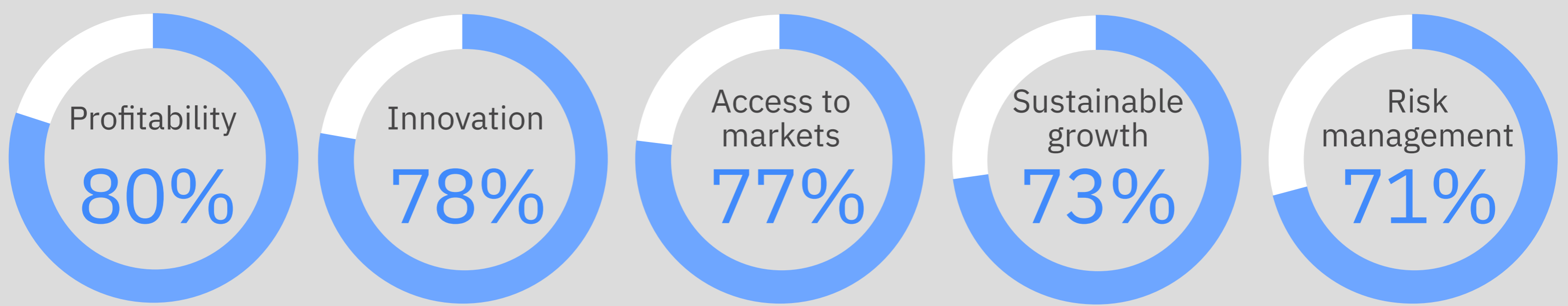


# Banking on the platform economy



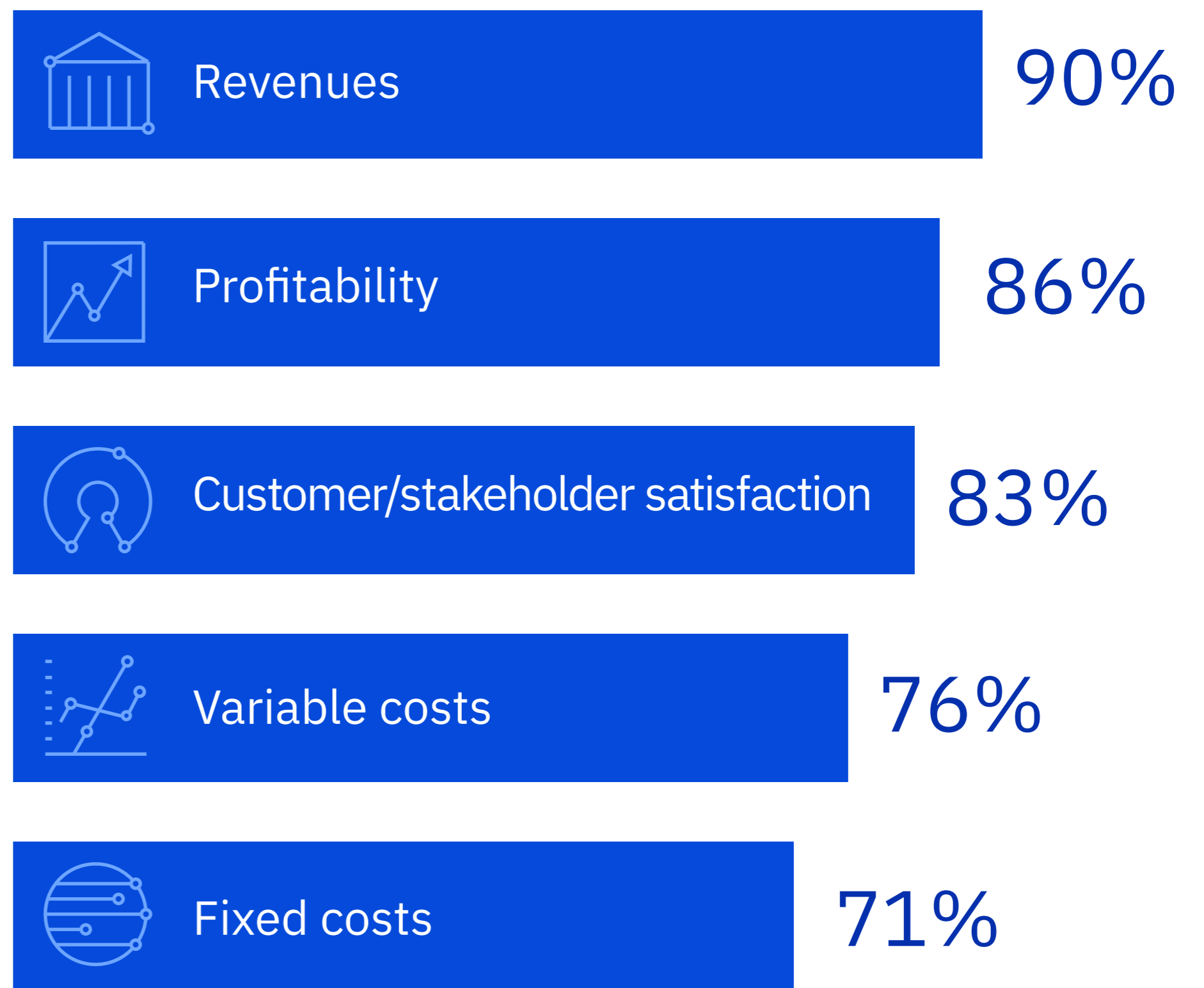
Executives cite key benefits for banks from implementing successful platform business models

Significant performance challenges can be addressed



Impact from platform business models over the next three years

Executives appear confident that platform business models will positively impact the bottom line



Banks are uniquely positioned for success in the platform economy – provided they fundamentally reorganize their business and operating models to capitalize on cross-industry platforms.

[ibm.co/platform-banking](https://ibm.co/platform-banking)

IBM Institute for Business Value



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Source: IBM Institute for Business Value survey of 850 global banking executives, conducted in collaboration with Oxford Economics. 2018.