

# Embracing SaaS in Financial Services

A Strategic Path to Innovation  
and Efficiency



# Table of Contents

Table of Contents .....	2
Executive Summary .....	3
Introduction: The Rise of SaaS in Financial Services .....	4
Deployment Options: A Comprehensive Overview .....	5
Introducing Personetics SaaS .....	6
Why Choose Personetics SaaS: Advantages Over Alternative Deployments? .....	8
Cost Analysis: The Long-Term Financial Benefits of Personetics Azure SaaS .....	13
SaaS Customer Success Stories .....	18
Conclusion: SaaS as the New Standard .....	20
About Personetics .....	21

# Executive Summary

In today's competitive landscape, where fintech disruptors are reshaping the industry and tech-savvy customers are demanding more, banks face a critical challenge: modernizing technology infrastructure while upholding security, compliance, and efficiency. For many, the solution lies in adopting Software as a Service (SaaS) models.

This surge in SaaS adoption marks a pivotal shift in the financial sector. SaaS is emerging as a strategic foundation for banks aiming to excel in the digital era, allowing them to innovate swiftly, operate with greater efficiency, and surpass competitors.

This position paper introduces Personetics SaaS, and describes the key advantages that make it a critical asset for banks seeking to thrive in an increasingly digital world.

## Key Highlights

- SaaS adoption is accelerating, with [Bottomline Technologies](#) forecasting that SaaS spending in the banking sector will reach \$130 billion by 2027, representing a 140% increase from its 2022 baseline of \$54 billion.
- Personetics SaaS strives to provide the highest data privacy and security standards to support bank regulatory and compliance requirements.
- Personetics SaaS is deployed on Microsoft Azure cloud, offering a fully managed, secure, highly available, and scalable service.
- Personetics SaaS offers pricing predictability and lower total cost of ownership (TCO) over time compared with on-prem or bank cloud to optimize infrastructure, ongoing maintenance and support, and software and security updates.
- Personetics SaaS significantly reduces the operational burden on the bank's IT teams by eliminating the need for them to automate, install, upgrade, operate, or support the Personetics software internally.
- Compared to on-prem and bank cloud options, Personetics SaaS offers up to 50% shorter time-to-market, with a quicker and easier setup and implementation process, as demonstrated by Desjardins' implementation in just 4.5 months ([see SaaS Customer Success Stories section](#)).

# Introduction: The Rise of SaaS in Financial Services

In an era where fintech disruptors are increasing competition and tech-savvy customers are raising the bar, banks face a critical challenge: how to modernize their technology infrastructure while maintaining security, compliance, and operational efficiency. The answer for many lies in Software as a Service (SaaS) solutions.

The shift toward SaaS in financial services is not merely a trend, but a fundamental change in how technology can be leveraged to drive business value. According to [Bottomline Technologies](#), SaaS spending in the banking sector will reach \$130 billion by 2027, representing a 140% increase from its 2022 baseline of \$54 billion.

The benefits—faster time to market, reduced operational complexity, cost predictability, and evergreen software—have all proven too significant to ignore.

Personetics, a global leader in Cognitive Banking solutions, has observed this shift firsthand. In the past two years alone, approximately 60% of Personetics' new clients have opted for SaaS deployment. These include notable, midsize-to-large banks and credit unions such as Desjardins (Canada), Synovus and KeyBank (U.S.), BPI (Portugal), iBank (Japan), and BPI (Philippines). Currently, Personetics supports dozens of financial institutions and banks through its SaaS platform, serving over 14 million end users worldwide and growing.

This surge in SaaS adoption signals a significant shift in the financial sector. As we unpack the drivers behind this shift, one thing becomes crystal clear: SaaS isn't just another IT option; it's a strategic cornerstone for banks wanting to lead in the digital age. Those who embrace it are positioning themselves to innovate faster, operate leaner, and ultimately, outpace the competition.

In the following pages, we'll explore why Personetics SaaS has become a strategic imperative for banks looking to thrive in an increasingly digital world. We'll examine the key benefits and evaluation criteria for banks that are debating between different software deployment options.

# Deployment Options: A Comprehensive Overview

To fully appreciate the advantages of SaaS, it's crucial to understand the spectrum of deployment options available to banks. Each option comes with its own set of characteristics, advantages, and challenges that can significantly impact an organization's operations, security, and ability to innovate.

Below is a summary of the three primary deployment models followed by a deeper dive to compare them.

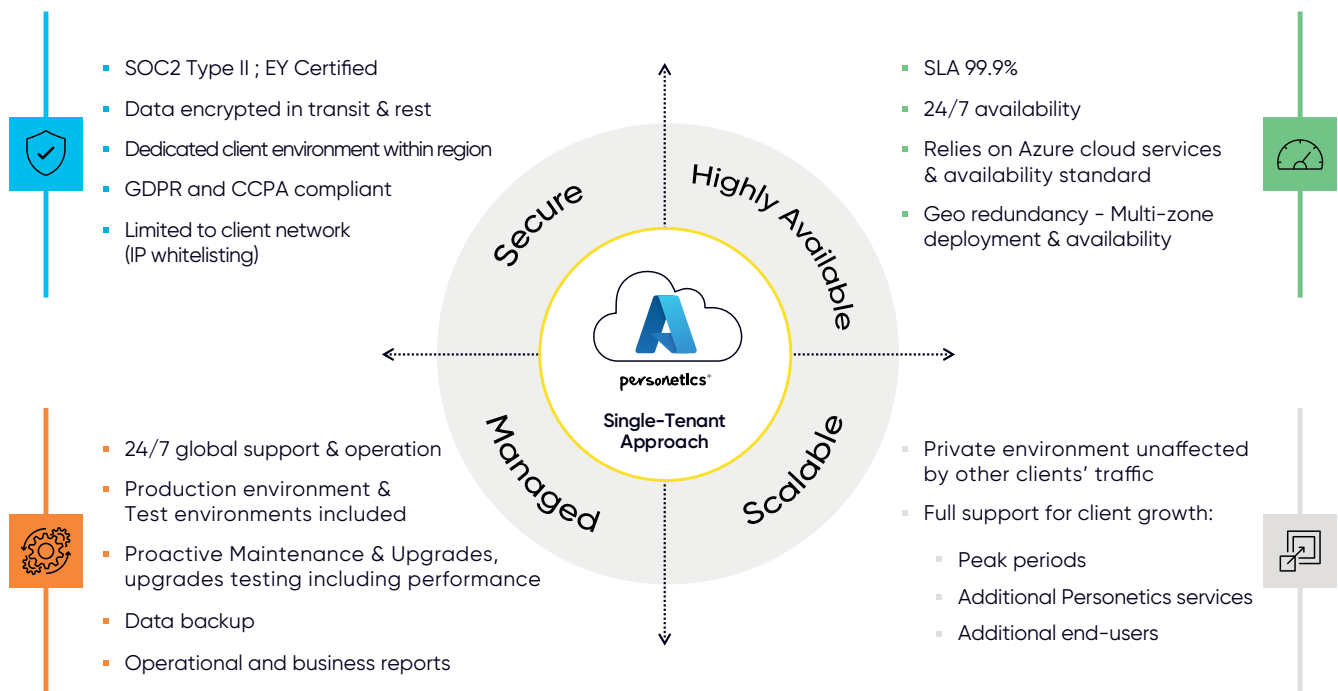
	Characteristics	Advantages	Challenges
<b>On-Prem</b>	Client-managed infrastructure, hardware and software	Maximum control over data and systems	<ul style="list-style-type: none"><li>▪ High upfront costs</li><li>▪ Resource-intensive maintenance</li><li>▪ Slower innovation</li><li>▪ Scaling challenges</li></ul>
<b>Bank Cloud</b>	Client bank cloud infrastructure with flexible management options, ranging from fully client-managed to provider-managed services	Improved scalability and resource management compared to on-prem	<ul style="list-style-type: none"><li>▪ Application-related complexities remain</li><li>▪ Requires significant internal IT resources for management and optimization</li></ul>
<b>Software as a Service (SaaS)</b>	Vendor-hosted infrastructure, managed software updates, and ongoing maintenance	<ul style="list-style-type: none"><li>▪ Faster implementation</li><li>▪ Ongoing updates</li><li>▪ Reduced operational costs</li><li>▪ Predictable and cost-effective pricing</li><li>▪ Faster time to resolution</li></ul>	<ul style="list-style-type: none"><li>▪ Less direct control over infrastructure and update schedules</li><li>▪ Potentially impacts the bank's autonomy in certain operational decisions (though this gap is narrowing)</li></ul>

The following sections explore, in more detail, why Personetics SaaS offers significant advantages over both on-prem and bank cloud deployments.

# Introducing Personetics SaaS

Personetics offers an advanced SaaS solution that is fully managed and operated by Personetics and is deployed on Microsoft Azure bank cloud. With Personetics SaaS, banks can optimize their internal resources, reduce time to market, and streamline their upgrades with a fully managed service that is secure, highly available, and scalable.

## Personetics SaaS - Highlights



Below is a summary of the key advantages that Personetics SaaS brings to banks.

## Enterprise-Grade Security

- SOC 2 Type II, GDPR and CCPA compliance
- Data encryption (in transit and at rest)
- Private and dedicated production environment for each client within its global region
- No public access to Personetics application and API – access limited to client network with IP whitelisting and APIs secured with mTLS and authentication tokens

# Introducing Personetics SaaS

## Fully Managed

- 24/7 global operations support by Personetics personnel
- Proactive monitoring, maintenance, security updates, fixes within approved maintenance windows

## Highly Available

- Hosting relies on Azure cloud services and availability standards, including 99.9% uptime SLA and 24/7 availability (of both production and test environments)
- Geo-redundancy and multi-zone production deployment acts as a safety net in the event of an outage in a specific region

## Scalable

Personetics SaaS is based on a single-tenant approach. This means that each client has its own dedicated private environment that is unaffected by other clients' traffic. In addition, Personetics SaaS is designed to fully support our clients' sustainable growth. For example: scaling up or down to support peak times, additional end users, and integration of other Personetics products and services.

### Proven Track Record with SaaS

**30+**  
Customers

**4**  
Geographical  
regions

**60%+**  
Of new  
customers in  
past 2 years

**99.99%+**  
Uptime

**14M**  
Live ADUs

**SOC 2  
TYPE II  
CERTIFIED**



## Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

# Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

Whether compared to on-premise installations or bank cloud configurations, Personetics SaaS offers significant advantages that provide a comprehensive and cost-effective solution for financial institutions.

### Why SaaS over on-prem? Key benefits



#### Unlimited Scalability

Peak hours, special days, additional services, etc.



#### Predictable & Cost-Effective Pricing

Compared with TCO for on-prem



#### Quicker & Easier Implementation

~ 50% quicker



#### Maintenance & Operations Are on Us

So you can focus on your business



#### Easier & Frequent Upgrades

~ Four annual upgrades with minimal bank effort and cost (including testing)



#### Operational Reporting

Advanced reports and dashboards

Unlimited service while decreasing TCO (HW + engineering resources)

### Accelerated Time to Market

Personetics SaaS can be implemented in as little as 8-16 weeks, compared to 17-24 weeks for on-prem solutions and 4-6 months for bank cloud setups. This represents an up to 50% reduction in implementation time, enabling banks to rapidly launch new capabilities and gain a faster return on their investment.



## Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

### Implementation Success Examples



implemented their solution in just 4.5 months from contract signing to 'go live', a timeline that would be nearly impossible with traditional deployment models.

[Read more](#)



was able to rapidly deploy over 60 Personetics-powered insights, achieving significant business results within its first year of implementation.

[Read more](#)

These success stories are detailed further in the [Customer Success Stories](#) section below.

### Unlimited Scalability

Personetics' SaaS platform can easily scale to accommodate growth and fluctuations in demand, such as peak hours, special days, and additional services. This makes it particularly valuable for banks experiencing rapid growth or launching new digital services.

### Predictable & Cost-Effective Pricing

Compared with the total cost of ownership (TCO) for on-prem and bank cloud solutions, SaaS offers a more predictable and cost-effective pricing model, primarily due to reduced hardware and engineering resources. This allows for better budgeting and resource allocation.

### Comprehensive Maintenance and Operations

For bank cloud deployments, managing infrastructure, updates, and maintenance requires significant internal IT resources.

SaaS deployments, on the other hand, provide full-service management, including 24/7 global support and operations, handling the entire operational process for banking clients. With Personetics SaaS ensuring that their systems are always up to date, secure, and running at peak efficiency, our clients can focus on their core business and strategic initiatives to drive value and customer satisfaction.

# Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

## Streamlined Upgrades and Testing

Personetics SaaS delivers quarterly software upgrades—including bug fixes and security updates—minimizing bank effort and cost, with the following characteristics:

- A full regression test of the API response to ensure a smooth upgrade.
- The upgrade is tested by running the upgraded software side by side with the production software, comparing the API responses.
- The actual upgrade is performed in coordination with the bank, only after Personetics has verified that there are no unexpected discrepancies.

This approach enables faster innovation and relieves banks of the hassle of managing complex upgrades themselves, whether in an on-premise or bank cloud environment.

## Advanced Operational Reporting

Personetics SaaS customers receive detailed reports that offer valuable insights into their operations and performance with no effort required from IT. The reports include:

- **Business reports**  
Valuable data about the engagement performance
- **Technical reports**  
Information about system performance, operational metrics, SLA aspects, etc.

## Issue Triage Service

Personetics SaaS includes full-service triage of issues reported by the bank and its end users to ensure rapid response and quality of insights.

The triage service includes isolating required server logs and user-data snapshots as well as masking and anonymizing user data, removing this burden from the bank operations team. Personetics technical support uses the triage information to identify the root cause of the potential issue and provide an explanation or hotfix.

Consolidating these advantages into a single, managed service once again illustrates how Personetics SaaS allows financial institutions to focus on their core business rather than maintain complex systems.

## Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

### Powering AI Innovation Through Personetics and Microsoft Azure Open AI

The synergy between Personetics and Microsoft Azure OpenAI—integrated with Copilot Studio—serves as a robust foundation for accelerating AI innovation and capabilities.

#### ■ Personetics Labs: AI Innovation for Financial Institutions

Personetics Labs is a center of excellence for AI development in Cognitive Banking. It is focused on developing next-generation AI, GenAI, and Agentic AI capabilities to boost banker productivity. Designed as an innovation hub, it facilitates the exploration and experimentation of AI applications in close collaboration with Personetics design partner customers.

#### ■ Accelerate Insight Creation and Optimize Content

With Personetics Labs, banks can safely explore and experiment with innovative AI tools using their real data, all without impacting their production environment. Our focus is on boosting banker productivity, from insight creation, through content optimization, to testing:

- **Insight Copilot Builder** – Accelerate insight logic creation using natural language prompts, dramatically reducing time-to-build.
- **Insight Content Analyzer** – Optimize insight content with in-depth analysis & recommendations.
- **Insight Reach Simulator** – Evaluate and optimize insight reach and audience segmentation, based on actual user data; all before going live.

*“The synergy between Personetics and Microsoft Azure OpenAI—integrated with Copilot Studio—creates a robust foundation for accelerating time to value. By combining Personetics’ deep domain expertise in Cognitive Banking with our scalable AI capabilities, banks can go from vision to execution faster than ever before—delivering real business outcomes in weeks, not quarters.”*



**Kathleen Woodard**

Head of Banking, Industry Advisory, Americas



## Why Choose Personetics SaaS: Advantages Over Alternative Deployments?

### ■ Comprehensive Engagement Analytics Powered By Microsoft Azure

The SaaS platform provides powerful analytics capabilities that allow banks to:

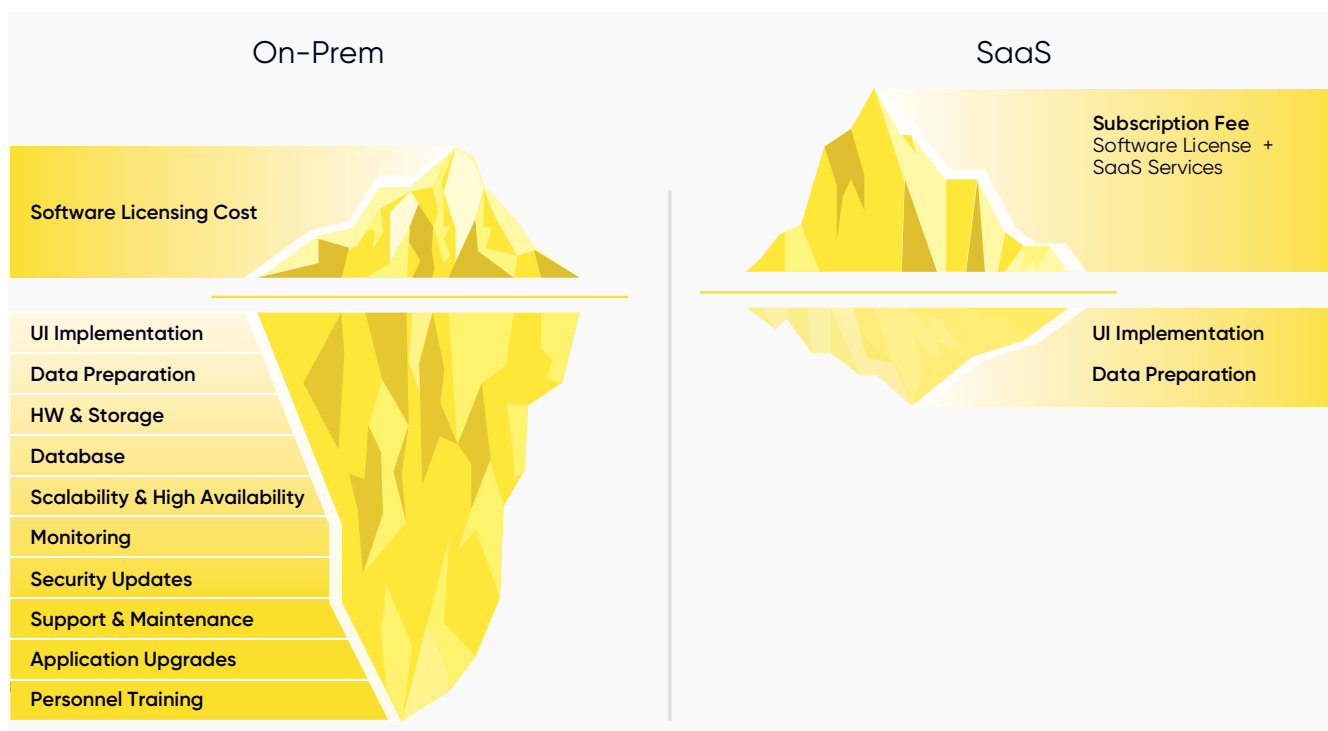
- Analyze customer engagement and customer feedback
- Measure the effectiveness of different insights
- Continuously optimize customer engagement and satisfaction

As financial institutions face increasing pressure to provide tailored experiences at scale, these capabilities can provide a significant competitive advantage.

# Cost Analysis: The Long-Term Financial Benefits of Personetics Azure SaaS

Whether compared to on-premise installations or bank cloud configurations, Personetics SaaS offers significant advantages that provide a comprehensive and cost-effective solution for financial institutions.

### Cost structure: Bank On-Prem vs. Personetics SaaS



When evaluating Personetics SaaS against on-prem or bank cloud solutions, it's crucial to consider all TCO aspects.

Personetics SaaS offers significant long-term cost savings compared to on-prem or bank cloud solutions. By eliminating the need for hardware, software licenses, IT staff, and ongoing maintenance, banks can achieve substantial reductions in their TCO. This allows for reinvestment in strategic initiatives and drives greater ROI.

Taking all the factors below into consideration allows banks to make a true apples to apples comparison between Personetics SaaS and non-SaaS options. While Personetics SaaS involves an ongoing subscription, it often results in lower TCO over time, because it eliminates many of the unpredictable hidden and indirect costs associated with on-prem or bank cloud deployments.

*"Our collaboration with Personetics redefines what operational excellence looks like. By leveraging Microsoft Azure's robust cloud infrastructure and AI automation, financial institutions can streamline deployment, reduce IT overhead, and cut costs significantly—without sacrificing performance or control. It's about doing more with less, and doing it better."*



**Kathleen Woodard**

Head of Banking, Industry Advisory, Americas



### Personetics SaaS Pricing Model

The Personetics SaaS pricing model is based on the following factors:

- Quantity of active digital users and specific products sold
- Annual subscription fee, charged in advance, with auto-renewals
- Inclusion of hosting, 24/7 operations and support, data backup, and periodical security & software updates

## Cost Analysis: The Long-Term Financial Benefits of Personetics Azure SaaS

### Costs to Consider for Non-SaaS Options

To simplify any cost comparison between non-SaaS and Personetics SaaS deployments, the summary table below precedes a more detailed list.

	On-Prem	Bank Cloud	SaaS
SW license fee	✓	✓	✓
SaaS services			✓
UI implementation	✓	✓	✓
Data preparation	✓	✓	✓
HW & storage	✓		
Cloud design and setup		✓	
Database	✓	✓	
Scalability & high availability	✓		
Monitoring	✓	✓	
Security updates	✓	✓	
Support & maintenance	✓	✓	
Application upgrades	✓	✓	
Application testing		✓	
Operational & business dashboards		✓	
Personnel training	✓	✓	

### Shared Costs (both on-prem and bank's cloud)

- Software licensing cost
- Data preparation
- End-to-end testing, including UI

### Additional Costs for On-Prem

- IT staff for monitoring, maintenance, and support
- Personetics application experts for testing – integration testing, application testing, and performance testing
- Personetics application experts for upgrades
- Regular software updates and patch management
- Security monitoring and management
- Hardware and storage – deployment, management, monitoring, and maintenance
- Database deployment, management, monitoring, and maintenance
- Scalability, high availability, and disaster recovery
- Scaling costs for handling peak loads and growth

### Additional Costs for Bank's Cloud

- IT staff for monitoring, maintenance, and support
- Personetics application experts for testing – integration testing, application testing, and performance testing
- Personetics application experts for upgrades
- Security monitoring and management
- Hardware and storage – monitoring
- Database deployment, management, monitoring, and maintenance
- Scalability, high availability, and disaster recovery
- Physical space for hardware
- Backup and disaster recovery systems



# Cost Analysis: The Long-Term Financial Benefits of Personetics Azure SaaS

## Common Additional Costs (both on-prem and bank's cloud)

- Monitoring
- Security updates
- Support and maintenance
- Application upgrades (+ testing for bank's cloud)
- Personnel training
- Operational and business dashboards (for bank's cloud)

## Long-Term Considerations

- Technology obsolescence and refresh cycles for hardware
- Scalability challenges and costs associated with rapid growth
- Ongoing training for IT staff to maintain expertise

## Additional Factors

- Migration costs (if moving from an existing system to Personetics SaaS)
- Potential need for additional environments (for example: development, staging)

## What's Included in Personetics Enterprise SaaS?



### Maintenance & Operations Are on Us

So you can focus on your business



### Quicker & Easier Implementation

~ 50% quicker



### Unlimited Scalability

Peak hours, special days, additional services, etc.



### Predictable & Cost-Effective Pricing

Compared with TCO for on-prem



### Designated Engineer

- Located in client time zone
- Weekly meetings with operational updates
- POC for production questions and doubts



### Custom Scale Test

Using bank's specific solution/customization



### Operational Metrics

Monthly report



### Easier & Frequent Updates

Software and security updates



### SaaS Accelerates Time to Value for Desjardins

**Desjardins**, the sixth largest financial institution in Canada and the largest federation of credit unions in North America, implemented Personetics' SaaS solution with impressive speed:

- 4.5-month implementation timeline from contract to production launch
- 50% faster deployment than typical on-premise installations

*"We decided to go with a SaaS model, which turned out to be a key factor not only for the ongoing project, but the operational costs and time to market. We started with a meaningful set of insights that would support our vision. The SaaS model means we can continuously add new content and improve existing insights, benefiting from Personetics' experience with banks worldwide."*



**Etienne Chabot**  
Digital Transformation Manager  
 Desjardins

The implementation was so successful that Desjardins is now expanding its Personetics implementation to support small-medium businesses as well.

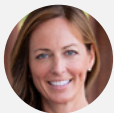


### SaaS Enables Rapid Deployment and Operational Efficiency

**Synovus**, the eighth largest bank in the Southeastern U.S. with \$58 billion in assets, partnered with Personetics to implement a SaaS solution that delivered significant operational advantages:

- Rapid deployment of over 60 unique AI-driven insights
- Streamlined ongoing operations with minimal IT involvement

*"If you could paint a picture of the ideal partnership with a vendor who could offer impactful, exciting capabilities that align perfectly with your mission, this would be it. Synovus was impressed by Personetics' willingness to collaborate while leveraging their experience from other large bank deployments. This allowed us to rapidly deploy Personetics' AI-powered data and analytics tools."*



**Liz Wolverson**

EVP and Head of Consumer Banking and Brand Experience

**SYNOVUS**

# Conclusion: SaaS as the New Standard

The financial services industry is moving toward SaaS solutions to meet modern challenges. As banks and credit unions look to innovate faster, control costs, and maintain strong security, SaaS options like Personetics offer clear advantages over traditional deployment models.

Personetics SaaS allows banks to:

- Quickly set up and implement advanced Personal Financial Engagement solutions
- Reduce IT management complexity
- Meet security standards with SOC 2 Type II certification
- Adapt to changing demands using Azure cloud infrastructure
- Stay current with regular, low-impact upgrades
- Access exclusive capabilities available only through the SaaS model

*"This partnership is about more than technology—it's about delivering measurable business impact. Together, Microsoft and Personetics are enabling banks to transform customer engagement, unlock new revenue streams, and future-proof their operations. That's the real promise of SaaS powered by cognitive intelligence."*



**Kathleen Woodard**

Head of Banking, Industry Advisory, Americas



SaaS is becoming essential for maintaining a competitive edge in financial services. By adopting Personetics SaaS, institutions can improve their service offerings while streamlining their operations.

While adopting SaaS requires planning, the benefits in flexibility, efficiency, and innovation are substantial. Personetics SaaS provides a complete package of hosting, operations, support, and ongoing development.

For banks that aspire to encourage the financial wellbeing of their customers, as well as boost digital engagement and sales with a personalized financial experience, Personetics SaaS offers a practical solution to meet current and future challenges in the banking sector.

# About Personetics

Personetics, the Cognitive Banking Company, is a pioneer in transforming how banks build and monetize customer relationships. Its AI-powered platform enables banks to respond dynamically to customers' evolving financial needs by providing relevant and timely insights that encourage customers to make smarter financial decisions to reach their financial goals. This needs-based approach to product sales enhances customer engagement, resulting in increased loyalty. Serving leading financial institutions across 35 global markets, Personetics supports 150 million active monthly users. The company has offices in New York, London, Singapore, São Paulo, and Tel Aviv.

For more information, visit [www.personetics.com](http://www.personetics.com).

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