

Global banks join Efma, Microsoft and Avanade to recognise innovation and award fintech solution providers at the 2016 Efma Distribution Summit

Major fintech initiative also receives endorsement from BNP Paribas, Group BPCE, Deutsche Bank, Intesa Sanpaolo, ImaginBank and Santander.

London, Thursday 14 April 2016 - Today at the [2016 Efma Distribution Summit](#) in London, Efma, [Avanade](#) and Microsoft launched a new Fintech Portal (www.efma.com/fintech) endorsed by BNP Paribas, Group BPCE, Deutsche Bank, Intesa Sanpaolo, ImaginBank and Santander. This portal connects fintech organisations with retail banks and insurance companies, enabling them to showcase best-in-class solutions to financial institutions around the world.

The awards were judged by a selection committee comprising 48 highly regarded banking and insurance executives from some of the world's largest financial organisations. The committee received 204 entries and selected four of the best fintech solutions within the following categories: Business Banking; Distribution and Marketing; Insurance; and PFM-Payment. In addition, they also recognised two technology solutions for the best overall fintech solution. Winners were awarded at today's Awards Ceremony at the Grand Tower hotel.

This year's Efma Fintech winners included:

- **Best Business Banking Solution:** [Maestrano with Maestrano Enterprise](#), *Australia*
Maestrano Enterprise is a business platform that helps SMEs run their business better in the cloud, while improving the banking experience.
- **Best Distribution and Marketing Solution:** [Essentia Analytics with Essentia Insights](#), *UK*
Essentia makes software that helps humans make better investment decisions.
- **Best Insurance Solution:** [Minalea](#) with **Smart Assistant for Insurance Vendor**, *France*
Smart Assistant for Insurance Vendor helps insurers improve their commercial performance and customer relationship quality by focusing on innovation, technology, data and deep insurance knowledge.
- **Best PFM-Payment Solution:** [North Side with VerbalAccess](#), *Canada*
VerbalAccess enables plain-English access to financial services and large document databases through mobile and web channels, cutting costs for financial institutions and making it easier for consumers to use financial services and discover new products and services.
- **Special Jury Award:** [PayKey](#), *Israel*
PayKey's goal is to bridge the gap between social and banking. PayKey is the simplest and fastest mobile-centric way of making personal and commercial payments.
- **Efma Special Award:** [SaleMove with SaleMove Engagement Platform](#), *US*
SaleMove's vision is to meet or exceed the in-person customer experience online.

"This year's Fintech Awards reflect the innovation that is providing retail banks and insurance companies with the opportunity to drive down customer costs and create more engaging customer and employee experiences," said Violetta Senda, Avanade Europe's senior director for Digital Strategy and Digital Banking. "Today's awards celebrate the vision and imagination that is required to make technology innovation possible. Working with Efma and Microsoft to help bridge the gap for these two communities and nurture stronger connections between the fintech community, retail banks and insurance companies has been very exciting and wonderful to celebrate today."

"The financial technology sector is booming, and Microsoft is proud to be working with Efma and Avanade on this initiative to connect the rapidly expanding fintech community with Efma members globally," said Patrice Amann, EMEA financial services director at Microsoft. "We believe this platform and community will provide a foundation for Efma members to identify, network, and collaborate with fintech solution partners to support them in driving their innovation agenda."

"The impact of fintech can be felt across the entire retail financial services industry and, if handled correctly, presents a huge opportunity to banks the world over," said Vincent Bastid, Efma's CEO. "It's for this reason that we are joining forces with highly regarded organisations from across the sector to present the Fintech Portal and associated awards. By recognising the best players in fintech, and helping them join forces with banks, we are aiding much-needed collaborations that will help to create a better future for everyone."

Efma is now accepting 2017 applications, so fintechs are encouraged to keep submitting (<http://www.efma.com/submityourfintech>) their applications to the portal.

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About Efma

A global non-profit organisation, established in 1971 by banks and insurance companies, Efma facilitates networking between decision-makers. It provides quality insights to help banks and insurance companies make the right decisions to foster innovation and drive their transformation. Over 3,300 brands in 130 countries are Efma members.

Headquarters in Paris. Offices in London, Brussels, Barcelona, Stockholm, Bratislava, Dubai, Mumbai and Singapore.

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About Avanade

Avanade leads in providing innovative digital services, business solutions and design-led experiences for its clients, delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for clients and their customers. Avanade has 28,000 digitally connected people across 23 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation.

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