

buyer's guide: what to look for in a small business banking solution

Business accountholders are bringing higher expectations to their financial institution relationships. They want the same ease, speed, and digital confidence they experience as consumers, but with the added control, security, and functionality that business requires. For banks and credit unions, this creates an opportunity and a challenge: how do you deliver a digital banking experience that supports the needs of today's businesses while giving your institution room to grow?

Here is a guide designed to help you evaluate what matters most when exploring a digital banking solution for small and medium-sized business accountholders.

1. start with the experience

A business digital banking solution should feel modern, intuitive, and consistent across channels. Business owners and employees are often managing banking tasks while also running operations, serving customers, approving payments, or working outside the office. A strong solution should reduce friction, not add more work to an already busy day.

When evaluating a solution, look beyond whether it supports basic access to account information. Consider whether the experience helps accountholders complete meaningful business tasks with confidence. That may include viewing account activity, initiating or approving payments, managing users, responding to fraud-related exceptions, or communicating securely with their financial institution.



Questions to ask: Is the experience consistent across online and mobile channels? Can business accountholders complete important tasks without needing to return to a legacy system? Is the interface easy enough for a range of small business accountholders?

2. make mobility a core requirement

Business banking is no longer tied to the office. Owners, executives, controllers, and authorized employees may need to approve wires, review exceptions, or respond to urgent requests while traveling, working remotely, or moving between locations. A mobile-enabled solution helps banks and credit unions support accountholders wherever business happens.

Mobile access is especially important for accountholders who need to act quickly on risk-sensitive or time-sensitive tasks. If an accountholder cannot approve a payment, respond to an exception, or communicate securely until they are back at a desk, the digital experience may not be keeping pace with how businesses operate.

Questions to ask: Which business tasks can accountholders complete from a mobile device? Can authorized users take action when they are away from the office? Does the mobile experience mirror the online experience closely enough to reduce confusion?

3. evaluate user management and permission controls

Business accountholders often have multiple people involved in banking activities, each with different roles and responsibilities. A strong solution should make it easier to support those differences through clear user management and permission controls. Depending on your



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preferred strategy, user administration may remain with your bank or credit union or shift more responsibility to the business accountholder.

The right approach may vary, but the solution you choose should support flexibility. Some financial institutions may prefer to maintain back-office control over setup and changes, while others may want to empower business accountholders to add users, remove users, suspend access, or adjust permissions. In either model, simplicity matters because unclear permission structures can create operational friction and risk.

Questions to ask: Can the solution support multiple users and permissions cleanly? Does it fit your preferred service model? Can user changes be handled efficiently without creating unnecessary burden for staff or accountholders?

4. prioritize secure communication

Business accountholders often need fast answers, secure document exchange, and reliable support. A digital banking solution that includes secure messaging or conversation tools can help shift routine requests away from phone calls and email while keeping interactions within an authenticated environment.

Secure communication can also improve internal routing. If messages can be tagged or directed to the right team, business accountholders may receive more efficient support while branch, treasury, operations, and digital teams gain better visibility into accountholder needs.

Questions to ask: Can business accountholders communicate securely within the digital banking experience? Can you easily route requests to the right team? Does the solution reduce reliance on less efficient or less secure communication channels?



Business banking is no longer tied to the office. Accountholders need to act **wherever business happens.**

5. consider fraud, authentication, and risk controls

Business banking requires a careful balance between usability and protection. Be sure to evaluate how a solution supports authentication, fraud prevention workflows, and risk-based controls. The goal is not simply to add more security steps, but to create an experience that helps protect your institution and your accountholders while still allowing legitimate business activity to move forward.

Capabilities such as strong authentication, positive pay, ACH controls, and exception management can be important considerations for accountholders with more complex or higher-risk activity. The solution should help you align digital workflows with your risk appetite and the service expectations of your accountholders.

Questions to ask: How does the solution support stronger authentication for business users? Can risk-based thresholds guide security requirements? Are fraud-related workflows accessible in ways that help accountholders respond quickly?

6. look for flexibility beyond today's features list

A robust business banking solution should not only solve for current needs. It should give you the ability to adapt as business accountholder expectations change. That means evaluating whether the solution can support integrations, fintech partnerships, and future capabilities that complement your SMB strategy.

This flexibility can be especially valuable for banks and credit unions serving a diverse business portfolio. A sole proprietor may need basic mobile account access and simple payments support, while a larger commercial accountholder may need more advanced controls, approvals, and reporting.



Flexible user management helps financial institutions support different roles, responsibilities, and service models.

A flexible solution helps you serve that range without forcing a one-size-fits-all experience.

Questions to ask: Can the solution support integrations that extend business value? Does it give you room to serve different types of business accountholders? Can the experience evolve as your business banking strategy matures?

7. plan for implementation, communication, and internal readiness

Even the right solution needs a thoughtful rollout plan. Consider how accountholders will be migrated, which groups may need extra support, and how internal teams will be trained before accountholder conversations begin. A phased approach can help you move accountholders based on functionality, readiness, complexity, or relationship needs.

Communication is essential. Business accountholders are often high-touch relationships, and they need to understand what is changing, why it matters, and where to go for help. Internal teams also need to understand the solution well enough to support accountholders confidently and consistently.

Questions to ask: Can accountholders be migrated in waves? Which accountholder segments will need the most support? Are treasury, operations, branch, digital, and frontline teams prepared to explain the new experience?

evaluation checklist

- ✓ Modern, intuitive experience for business accountholders
- ✓ Consistent online and mobile access
- ✓ Support for key business tasks, including approvals and payment-related workflows
- ✓ Flexible user management and permissions



Secure communication keeps **high-value business interactions** inside an authenticated digital experience.

- ✓ Secure communication between accountholders and your institution
- ✓ Authentication and fraud controls aligned to risk
- ✓ Ability to support different segments of businesses
- ✓ Integration flexibility for future capabilities and fintech partnerships
- ✓ Phased migration options
- ✓ Clear internal training and accountholder communication plan

the bottom line

A great solution for modern business banking, like Banno Business™ and the Banno Digital Platform™, should help you do more than replace a legacy experience. These solutions help small to medium-sized business accountholders manage their financial activity with greater ease, give employees confidence in supporting them, and provide the flexibility to support their banking growth over time.

As you compare options, focus on the experience your accountholders need today, the operational model your teams can support, and the strategic flexibility your institution will need tomorrow.



The right solution should meet today's business needs while giving your institution **room to grow** tomorrow.

connect to the possibilities

[Speak with](#) one of our small business banking experts today to explore the best next step for your bank or credit union.

For more information about Jack Henry, visit jackhenry.com.