Banno™ Online Financial Management with Account Aggregation



Banno OFM, powered by Geezeo and Finicity, provides members with a robust personal financial management (PFM) tool. This digital banking tool aggregates all internal and external accounts in one place, providing members with more insight and control over their finances.

- View spending activity by category and access spending analysis
- Build comprehensive monthly budgets
- Visualize cash flow calendar and net worth
- Create financial goals

Members want access to financial tools that help them succeed along with a fantastic, seamless digital banking experience. Providing these to members helps your credit union gain primary financial institution status.

Banno™ Online Financial Management (OFM) with Account Aggregation is a tool that exceeds member expectations while providing your credit union with valuable member data and insights.

This robust personal financial management tool takes your members' accounts at your credit union and blends it with external accounts they have at other financial institutions to provide a comprehensive 360-degree view of their finances. They can access budgeting tools and create financial goals while your credit union is able to complete spending analyses and learn more about your members.

How It Works

For members, Banno OFM seamlessly integrates with their existing Banno digital banking app. They can add accounts that are external to their credit union accounts for enhanced visibility into their financial health. They also gain access to spending overviews, budgets, and goal planning resources.

For credit unions, Banno OFM provides additional member insights that can be used to make strategic, informed business decisions. Visibility into external account information and financial goals members are trying to achieve provides data that can be used for in-house targeted marketing campaigns, or to enhance external marketing efforts and CRM tools already in use by your credit union. This access to data can also inform your staff of cross-sell opportunities for products and services that are useful to members.

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Key Benefits

View Spending Categories – See all member spending activity broken up by category and gain the ability to drill-down into each one to obtain a full spending analysis report. This clear, visual format makes it easy for users to understand where their money is going and organize transactions in the way they find most beneficial.

Build Budgets – Build a comprehensive monthly spending plan for each member and keep track of their progress, all within their digital banking account. Members can even receive status alerts to help them stay on course.

Cash Flow Calendar – Quickly view upcoming expenses—both recurring and one-time payments—and paychecks laid out in calendar view. This format makes it easy for users to plan and be prepared for the future.

Net Worth – Get a full-picture view of each member's net worth and its growth over time, including all their linked accounts. Members gain the ability to view their investments, assets, credit cards, and liabilities in a single digital banking platform.

Financial Goals – Create financial goals for members to achieve. Whether it is saving for a big purchase or paying down debt, members will have access to a library of goal templates that make it easy to get started and customize as needed. They will be able to view a step-by-step plan to reach the finish line and track their progress along the way.

Credit Union Member Access – The PFM system allows you unfettered access to all the data your members enter into Banno OFM, including external account details and the financial goals they are striving to achieve. This data can be used for marketing efforts and works together to move you towards first-app status and improve your overall bottom line

"Banno OFM gives members more visibility into their financial health, with tools like spending overviews, budgets, and goal planning. It is integrated into the digital banking experience, providing more value to the member. This tool also provides credit union staff with more member insight to personalize interactions further."

Pat Mileski
Team Lead – Strategic Partnerships & Solution Support

Learn More

For additional information about Banno Online Financial Management, available to credit unions using the Banno Digital Platform™, please contact your dedicated Client Success Manager.