


Digital Banking

transaction enrichment







the foundation of financial clarity

For too long, accountholders have had to decipher cryptic transaction descriptions that were never designed for a modern banking app. The ambiguity has led to frustration and confusion. Transaction enrichment is the first critical step in modernizing our digital banking platform to provide insights that deliver true financial clarity.

By solving the core problem of unclear transaction data, we are building the foundation for a suite of smart financial tools that will help your accountholders achieve overall better financial health.



Transactions		Q	...
4682 NG UNIVERSITY	\$30.63		
Aug 23, Checking			
TARGET *1234 CEDAR FALLS	\$142.13		
Aug 23, Visa Credit Card			
PURCHASE AUTHORIZED ON 8-22 APP	\$122.89		
Aug 22, Visa Credit Card			
POS**GRN MX REST	\$27.55		
Aug 20, Checking			
SALE 082022 ROOFERS H	\$1,109.00		
Aug 20, Checking			
BILL XUQ-0002 UTIL	\$94.95		
Aug 20, Checking			
Load more			

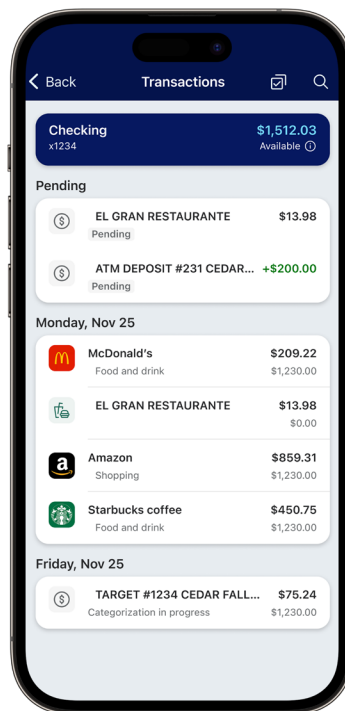
Transactions		Q	...
 MS. ELLANEY'S SUNDRIES	\$30.63		
Aug 23, Checking			
 TARGET	\$142.13		
Aug 23, Visa Credit Card			
 YOUR TOWN CINEMA	\$122.89		
Aug 22, Visa Credit Card			
 EL GRAN RESTAURANTE	\$27.55		
Aug 20, Checking			
 HOMETOWN ROOFERS	\$1,109.00		
Aug 20, Checking			
 YOUR TOWN UTILITIES	\$94.95		
Aug 20, Checking			
Load more			

what is transaction enrichment?

Transaction enrichment is the process of transforming difficult-to-read bank transaction memos into clear, recognizable entries within your accountholder's Banno™ app.

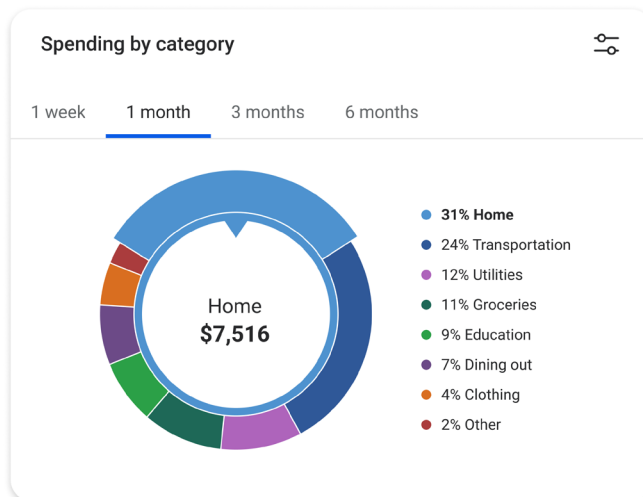
This technology, which leverages Bud Financial's enrichment engine, enhances every posted transaction with the following:

1. **Clear merchant names:** Replace jumbled letters and numbers with the official, readable merchant name.
2. **Merchant logos:** Display the official logo alongside the transaction, offering immediate visual recognition.
3. **Automatic categorization:** Assign every transaction to a standardized category, making it simple for accountholders to understand and track their spending.



the stepping stone for smarter tools

Transaction enrichment is just the first step for additional features, including Spending by Category, often referred to as the Spending Wheel. By automatically categorizing every transaction, the Spending Wheel ensures that accountholders have access to a holistic view of their transactions to better understand their spending habits, which in turn allows them to better understand and manage their spending and financial health.



building the future of financial wellness

The average household manages 30+ financial relationships, making money management overwhelming. Statistics show that our accountholders struggle to save, budget, and manage debt.

Jack Henry's move to modernize transaction data is fundamental to the future of the Banno Digital Platform™. It's the essential building block that allows us to develop smarter, more proactive solutions focused on automation. Measurement is the first step to improving financial health.

Transaction data is a treasure trove of information that can help your financial institution understand your accountholders in order to offer them advice and support to improve their financial health. Using transaction data, we can help the accountholder gain a complete picture of their financial situation. Our goal is to put your financial institution at the center of your accountholders' financial lives, turning your app into a place where they can take confidence in their decisions and their future.

become the financial hub for your accountholders

Let's talk about this together. digitalexperience@jackhenry.com

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