

Open finance at an inflection point: Building scalable, secure data-sharing infrastructure

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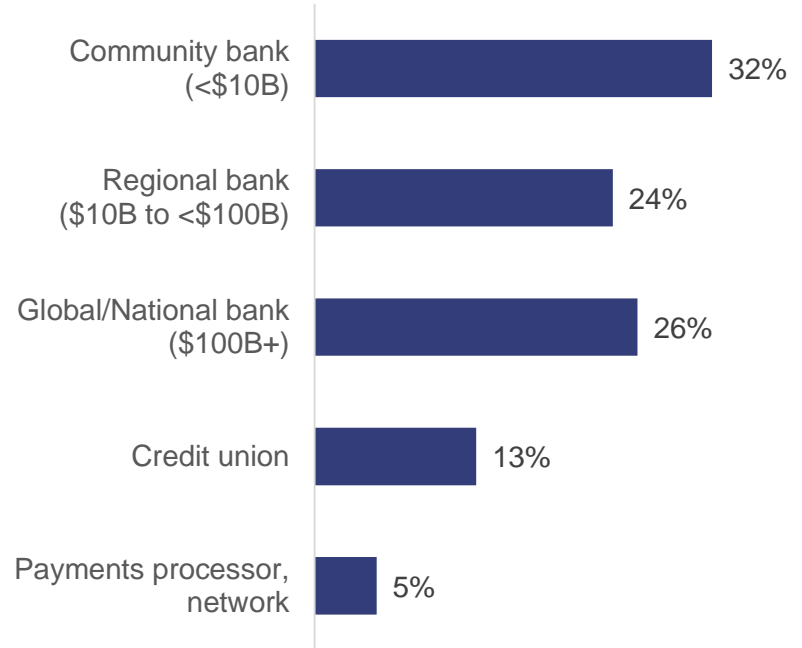
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Methodology

This research was conducted online during October 2025 among 218 qualified respondents. To qualify, respondents needed to work at a financial institution of any size.

Respondents also needed to have significant knowledge with at least one of the following:

- Customer data sharing, APIs, and third-party partnerships; EDD and customer verification; risk management and compliance; customer experience and digital strategy; digital product ownership



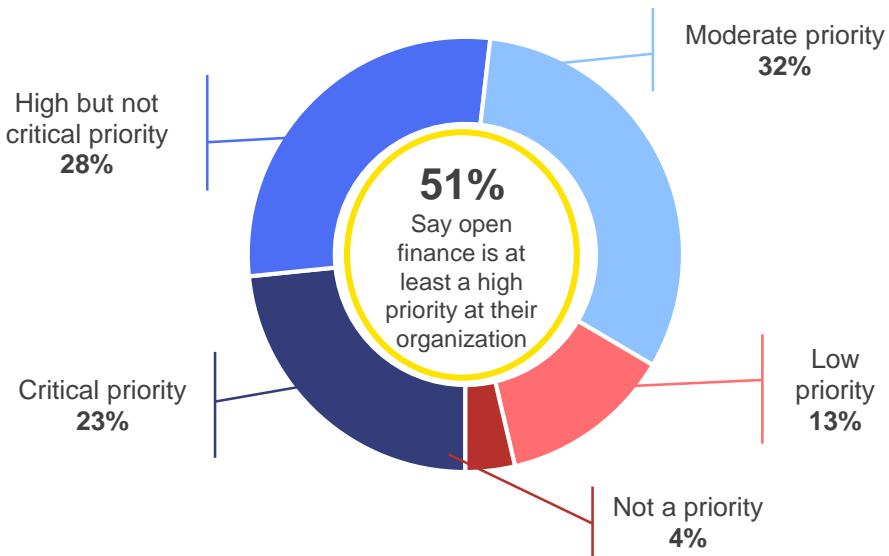
- **Where open finance stands today:** How it's being prioritized across different types of institutions and where banks and credit unions are on their open finance initiatives.
- **Which are the top factors driving adoption:** What are the most attractive use cases and what are the goals institutions hope to achieve with open finance adoption.
- **What a scalable open finance framework looks like:** How a centralized approach to governance, consent management and third-party oversight can reduce risk.
- **Turning open finance into a strategic growth engine:** Practical steps institutions can take today to scale open finance successfully.

How would you rate the importance of open finance to your organization today?

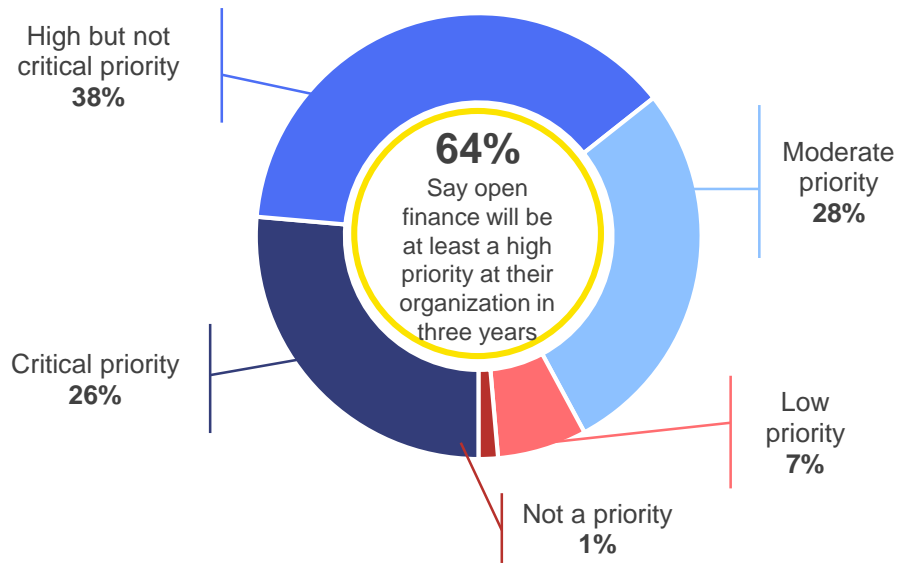
- **Critical priority**
- **High, but not critical priority**
- **Moderate priority**
- **Low priority**
- **Not a priority**

Open finance is increasingly becoming a strategic priority

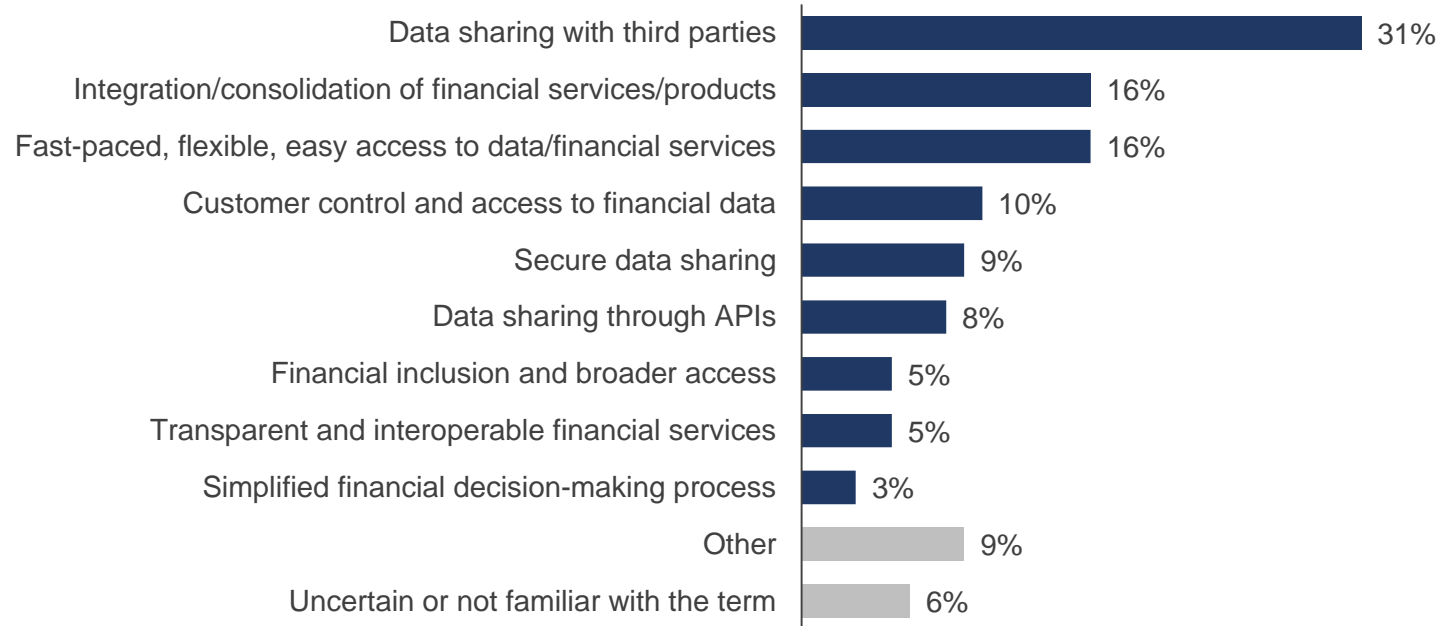
When thinking about your institution's priorities, how would you rate the importance of open finance to your organization today?



Looking ahead, how important do you anticipate open finance will be to your organization three years from now?

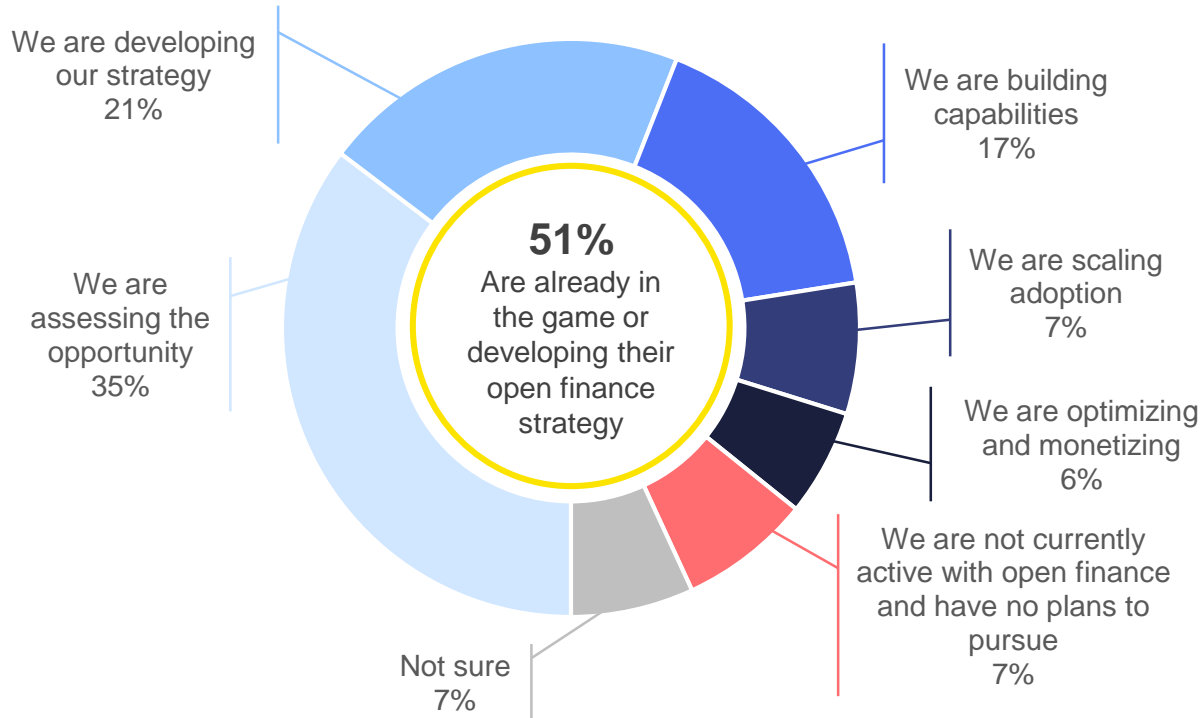


*In your own words, what does “open finance” mean to you?
Coded Open-end Responses*



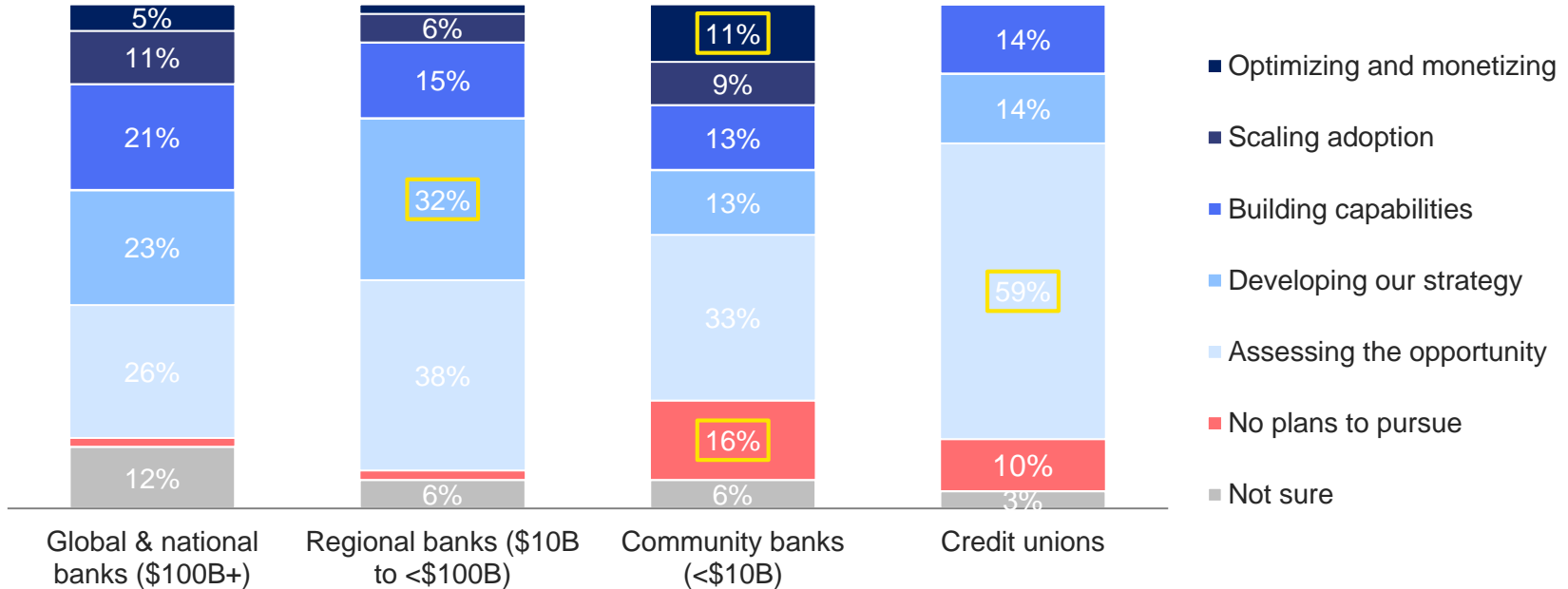
Only ~15% having no plans to pursue open finance

Which of the following best describes your institution's current approach to open finance?



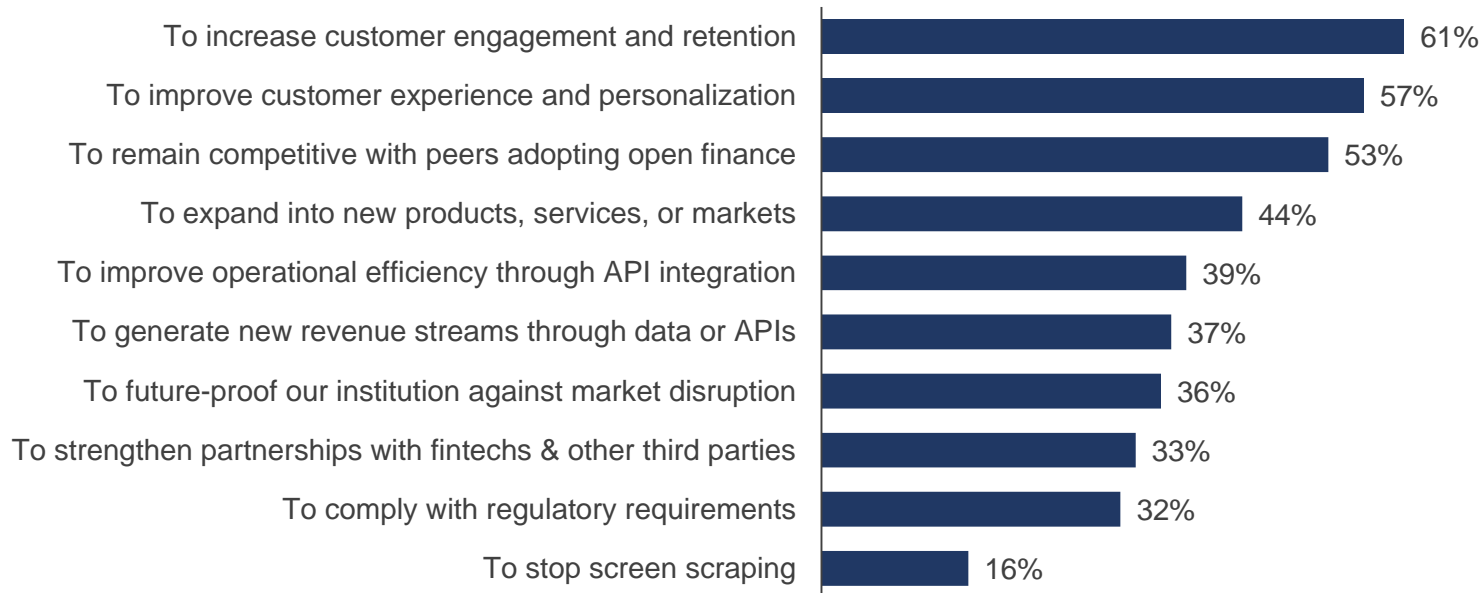
Open finance approach varies by institution type

Which of the following best describes your institution's current approach to open finance?
By Institution Type

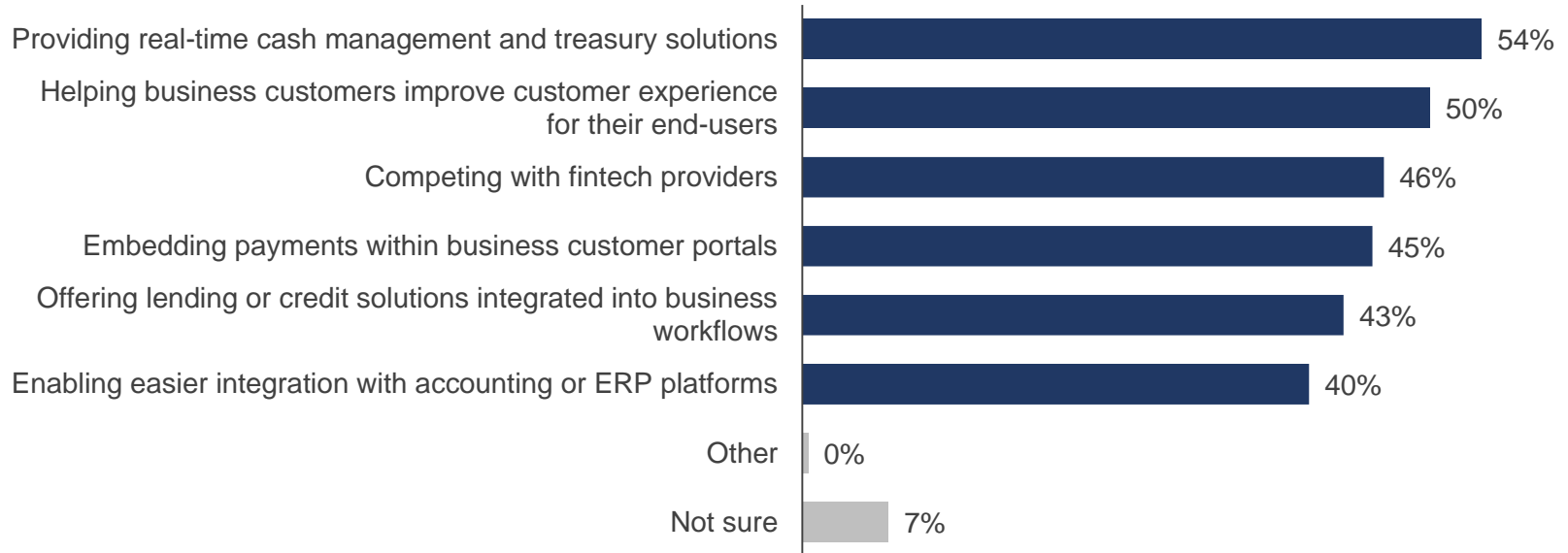


Adoption stems from the need to remain competitive and improve customer engagement and experience

Why is your institution interested in pursuing open finance?

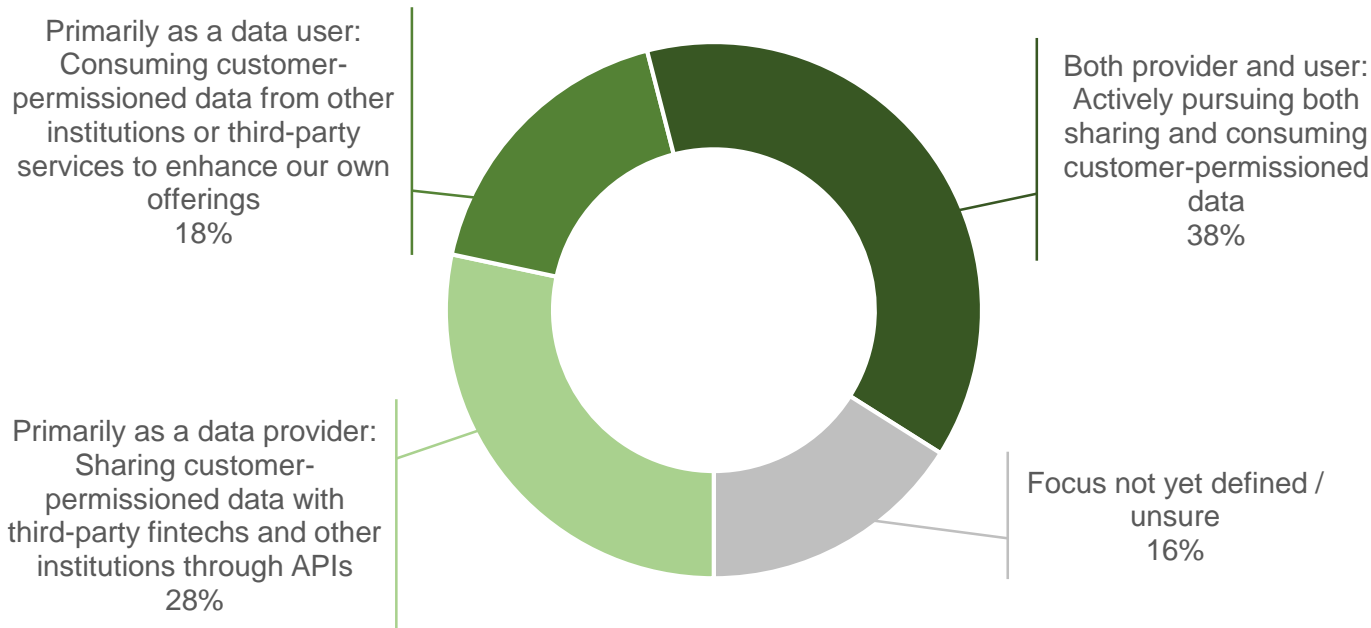


In what ways does your institution see open finance creating value for business customers?



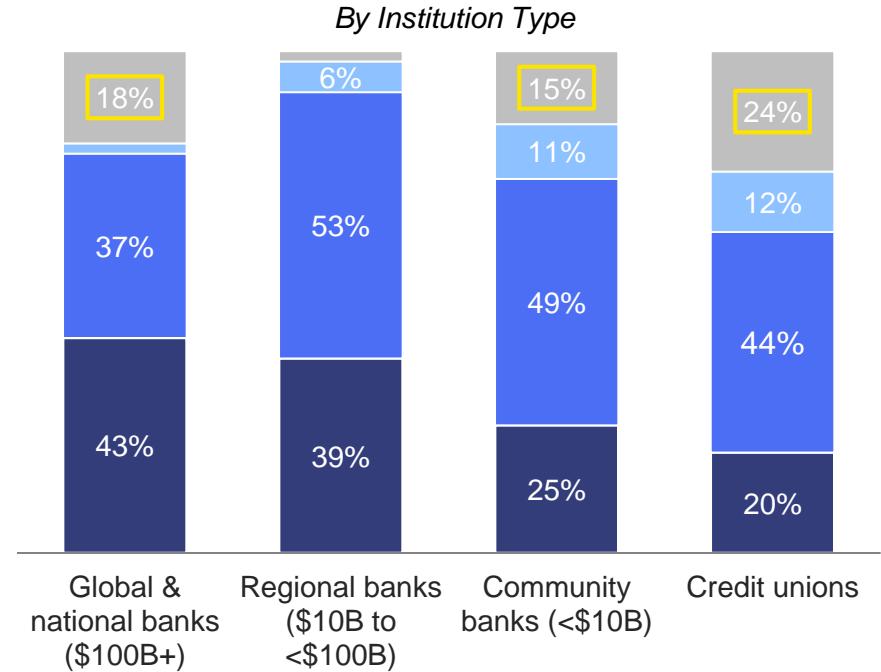
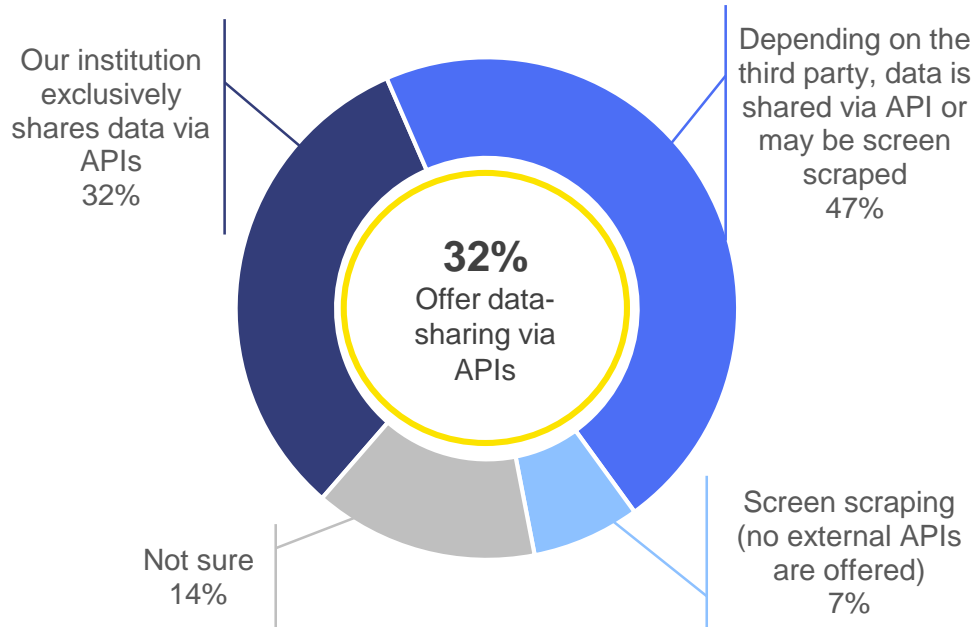
Over half (56%) plan on being a data user, highlighting the opportunity they see in open finance

Which of the following best describes your institution's current or expected focus for its open finance initiatives?

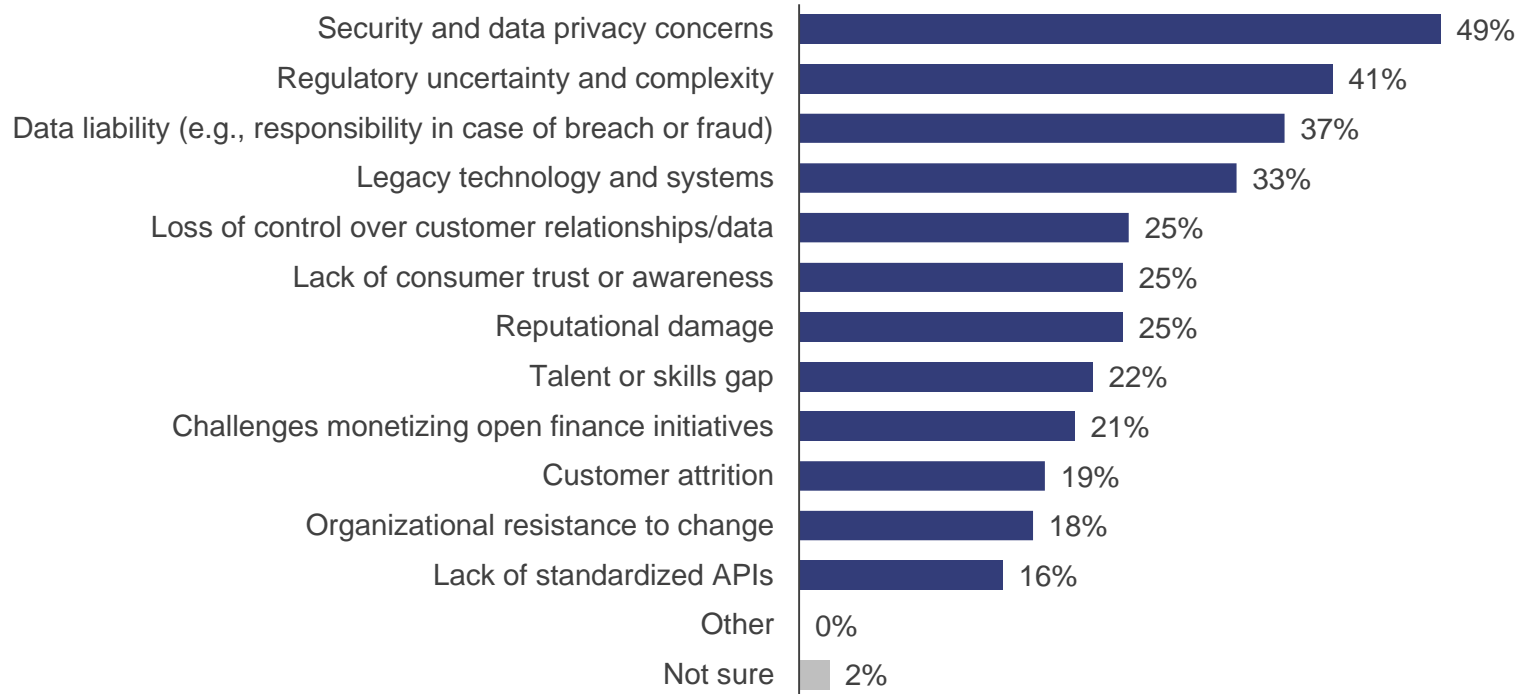


Data-sharing methods vary by financial institutions

When a consumer customer of your bank or institution allows a third-party app or company (e.g., a fintech) to access their financial data from your institution, which of the following methods do you use to facilitate this data access today?

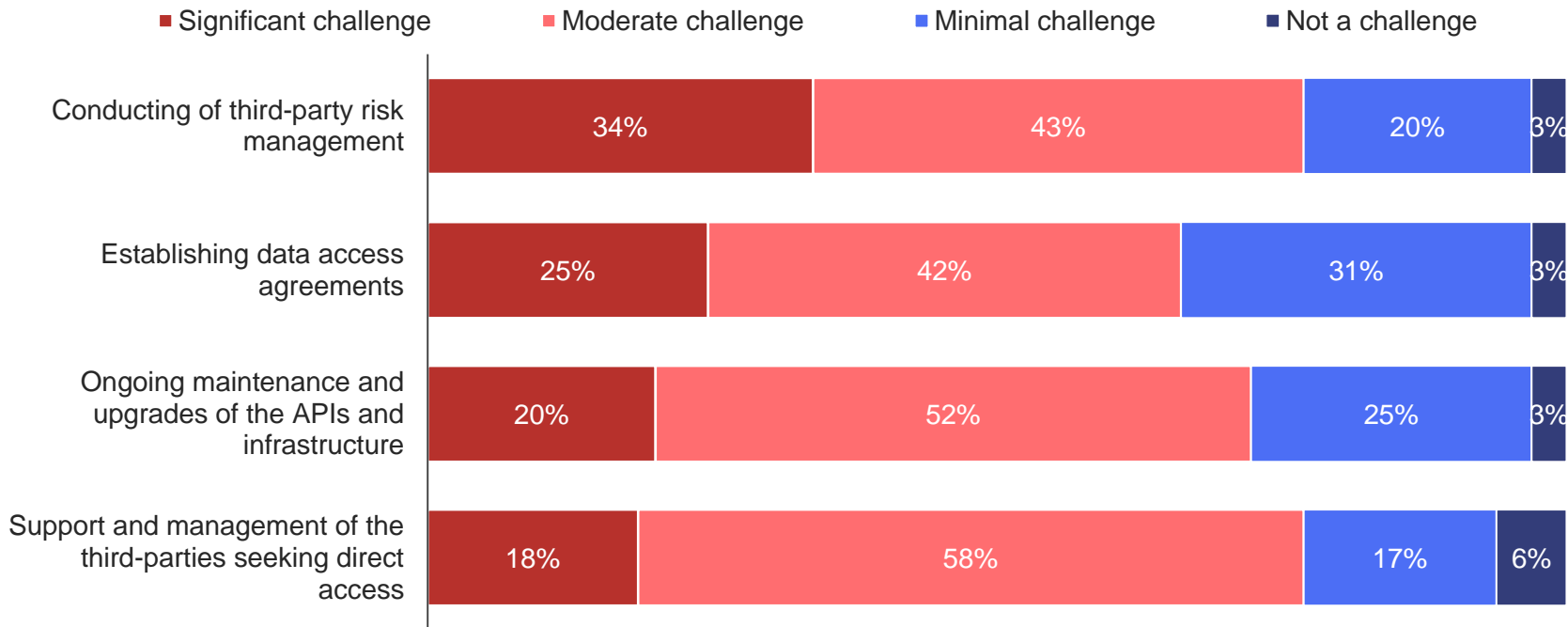


What do you see as the greatest risks or challenges for your institution in the open finance landscape?

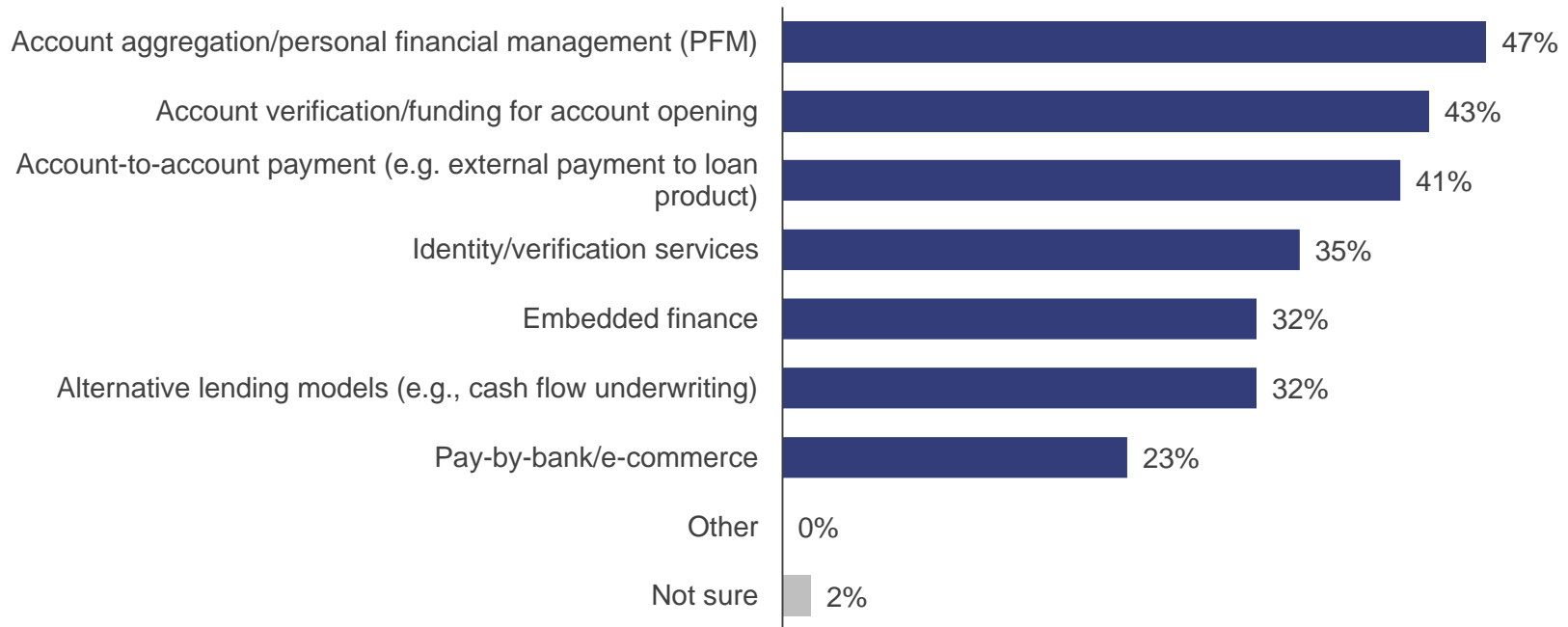


Operational challenges slow advancement of open finance

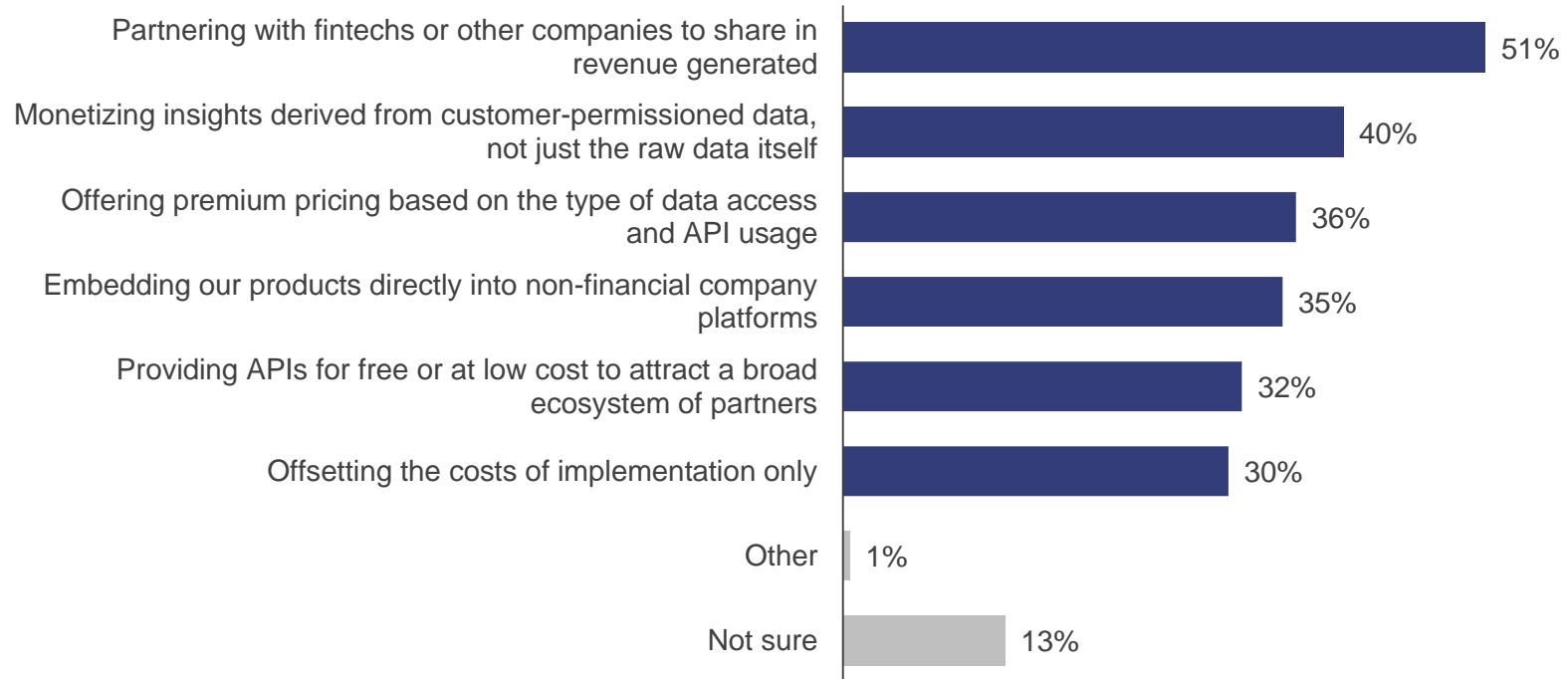
To what degree do each of the following pose a challenge to advancing your institution's open finance initiatives?



As a data user, which use cases drive the most internal interest or investment for open finance initiatives at your institution?

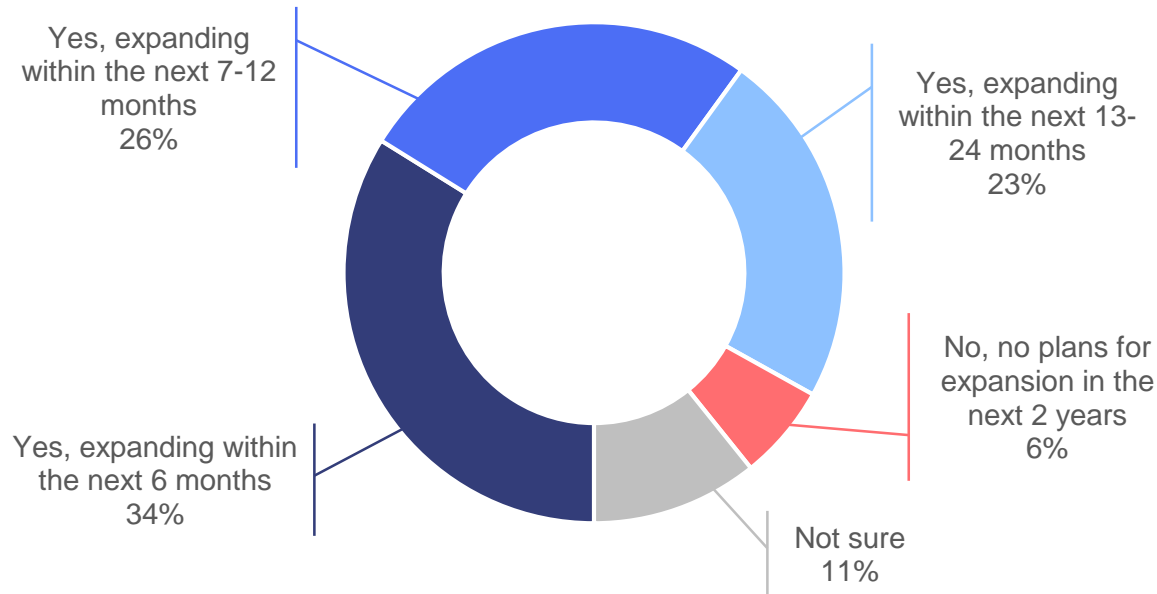


Which of the following best describes your institution's current or planned approach to monetizing open finance?



Does your institution have plans to expand its open finance capabilities (providing consumer financial data to authorized third parties) within the next 2 years?

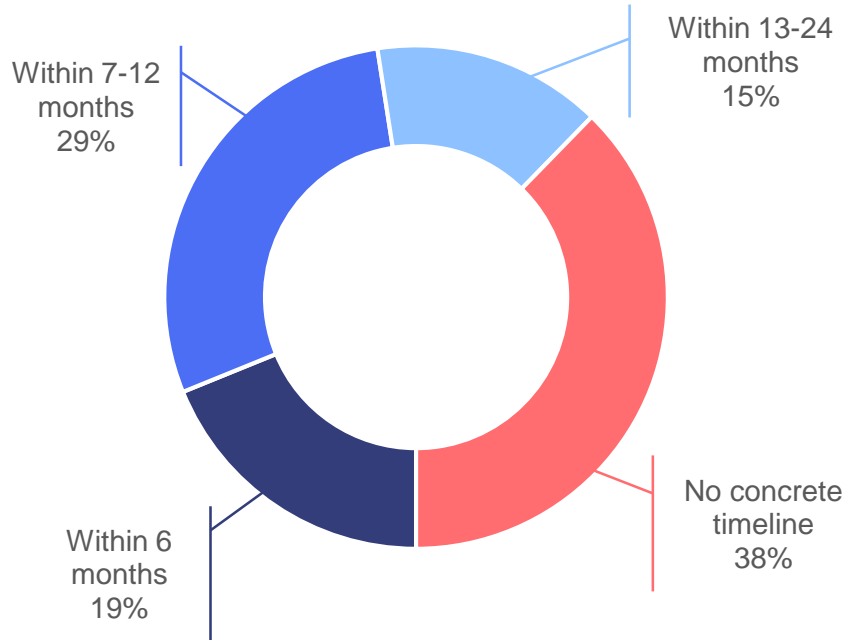
Among those already in the open finance game



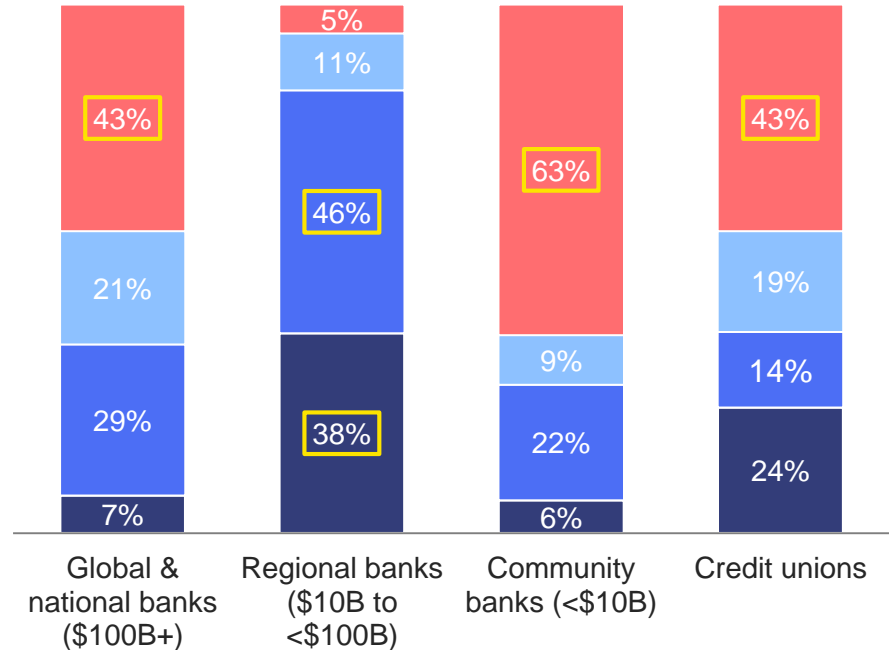
Despite expansion, many have no defined timeline

When does your institution plan to implement open finance capabilities (providing consumer financial data to authorized third parties)?

Among those still in the planning stages



By Institution Type



**Q&A
And
Thank you!**

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