The State of Key Fintech Segments: Insights and Innovations for 2025

Perspectives from 8 leading fintech companies shaping the industry.

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Introduction

The fintech industry is entering a new phase of maturity. What was once about speed and disruption is now about scale, integration, and lasting value.

This report brings together perspectives from leading players across payments, lending, wealth management, embedded finance, and artificial intelligence - exploring how they are navigating shifting market dynamics and unlocking new opportunities for growth.

Together, these insights offer a snapshot of where fintech is headed in 2025 and beyond: an industry no longer the outsider, but still defined by reinvention and transformation.

TIFIN

AI in Fintech

Driving innovation in wealth management

Artificial intelligence has rapidly shifted from a peripheral technology in fintech to a central driver of innovation and competitive advantage. Once used primarily for back-office automation, AI now powers critical customer-facing processes - from personalized financial recommendations to fraud detection and portfolio optimization. As data sources multiply and machine learning models grow more sophisticated, AI is enabling financial institutions to create more precise, efficient, and scalable services.

In wealth management specifically, AI is beginning to reshape how advisors acquire, serve, and retain clients. Real-time sentiment analysis, predictive analytics, and AI-driven content personalization allow for deeper engagement without increasing workload. The rise of generative AI is further expanding these capabilities, enabling firms to generate tailored client communications, automate reporting, and uncover opportunities that might otherwise go unnoticed.

However, the sector also faces challenges. Regulatory uncertainty around AI use, the need for explainability in decision-making, and concerns over data privacy continue to shape adoption strategies. Successful AI deployment depends on combining technical capability with human oversight, ensuring that automation enhances rather than replaces the advisor-client relationship.

> *We are in a golden age of applying AI to help deliver better individualized advice and more relevant investment products to more people.*
>
> — **Vinay Nair**
> Founder & CEO, TIFIN

Key Trends:

- **Hyper-personalization at scale -** AI tools enabling tailored investment advice and marketing for each client, based on behavioral and financial data.
- **Generative AI integration -** accelerating creation of personalized communications, portfolio summaries, and client reports.
- **AI-powered lead generation and conversion -** using data models to identify high-probability prospects and match them with relevant offerings.
- **Responsible AI practices -** increasing emphasis on fairness, transparency, and compliance in AI-driven decision-making.

Harshendu Bindal
TIFIN
Chief Global Officer

In our recent interview with Harshendu Bindal, Chief Global Officer at TIFIN, he described a wealth management industry at an inflection point - one where AI is no longer an experimental add-on, but a core enabler of personalization, efficiency, and growth.

Founded by Dr. Vinay Nair in 2018, TIFIN operates as a portfolio of AI-powered ventures, each designed to solve a distinct challenge within the wealth ecosystem. This modular structure, Harshendu explained, allows them to “move quickly without being constrained by the limitations of a single, monolithic platform,” making innovation both agile and targeted.

For TIFIN, AI’s true value lies in its ability to enhance human expertise rather than replace it. “The most effective AI”, Harshendu told us, “often feels invisible - seamlessly embedded into workflows so that it delivers value without creating friction.” Each TIFIN venture is built to surface timely insights, automate repetitive tasks, and deliver deeply personalized experiences, enabling advisors to spend more time on the trust and relationship-building that clients value most.

The results speak for themselves. TIFIN AG, an AI platform that personalizes marketing content for wealth managers, has helped firms significantly increase their conversion rates. It also equips asset managers with AI agents for improved distribution and conversion, and has driven measurable gains in both client satisfaction and retention. These proof points underline what Harshendu sees as the next big shift: hyper-personalized engagement, where AI-driven insights are embedded into every advisor touchpoint.

But with innovation comes responsibility. Harshendu is clear on the need for strong guardrails: “Those who adopt AI now will not just gain efficiency - they’ll redefine the client experience. The risk isn’t in trying and failing; it’s in waiting too long and falling behind.”

Summary

TIFIN’s approach shows that AI leadership in wealth management is no longer about the technology alone - it’s about designing solutions that integrate so naturally into human workflows that they feel indispensable. By combining a modular innovation model with measurable business impact, they are helping to set the pace for an industry that is rapidly redefining what it means to deliver value to clients in the digital age.

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Harshendu Bindal

Private Markets Technology

Private markets are entering one of the most transformative periods in their history. Once the preserve of a select group of institutional investors, the $25 trillion sector is on track to more than double to $60 trillion by 2032, fueled by rapid growth, rising retail participation, and mounting demands for speed and transparency. High- and ultra-high-net-worth investors alone are expected to inject $7.4 trillion in new capital over the next decade - a shift that brings unprecedented operational complexity to a market long dominated by institutions.

This surge in participation has raised the stakes for general partners (GPs). Investor expectations for transparency are higher than ever, competition for capital is intense, and the inefficiencies of outdated, disconnected systems are no longer tolerable. In response, leading firms are turning to unified platforms that centralize investor, fund, and operational data; streamline onboarding and compliance; and engage LPs through modern digital interfaces. The result is not just greater internal efficiency, but a sharper, faster investor experience that accelerates capital flows.

Yet the road to transformation is not without obstacles. Legacy habits, complex regulatory requirements, and the relationship-driven nature of the market make technology adoption more challenging than in public markets. As in other segments of financial services, the winners will be those that pair robust platforms with thoughtful change management - ensuring efficiency gains without eroding trust.

> *Private markets have reached a tipping point where technology is no longer a nice-to-have, but the foundation for growth. Investors and managers alike now expect real-time access, transparency, and seamless digital experiences — and firms that fail to adapt will quickly fall behind*
>
> — **Brandon Rembe**
> Chief Solutions Officer, Juniper Square

Key Trends:

Unified data environments – a single source of truth for investor, fund, and operational data.

Integrated investor portals – real-time, digital access to updates, capital calls, and performance.

Workflow automation – streamlining onboarding, KYC/AML, and compliance reporting.

AI-powered operations – intelligent tools that boost speed, accuracy, and insight.

Juniper Square

Brandon Rembe
Juniper Square
Chief Solutions Officer

In our recent interview, Brandon Rembe, Chief Solutions Officer at Juniper Square, described the pressures facing private market firms today: “In today’s market, firms are expected to do more with less - raise more capital, provide more transparency, and do it all without adding headcount.”

Founded over ten years ago to meet that challenge, Juniper Square offers a unified platform that brings together fundraising, onboarding, compliance, fund administration, reporting, and investor relations - all built on a common data model. This architecture means that LP information, entered once, can be securely reused across multiple funds, reducing administrative burden and eliminating inconsistencies. For GPs, that means less time chasing forms and reconciling spreadsheets; for LPs, it means a smoother, more professional onboarding experience.

Crucially, Juniper Square’s platform doesn’t just digitize existing processes - it reimagines them. As Rembe puts it, “It’s about creating a single operational spine for the firm - so every action, from a capital call to a compliance check, is connected and traceable in one place.” This end-to-end connectivity saves time, reduces error risk, strengthens compliance, and ensures that both GPs and LPs are working from the same accurate, up-to-date information.

The platform’s reach is significant: more than 2,000 GPs and 650,000 LP profiles operate within the Juniper Square ecosystem. Building on this scale, the firm is channeling its recent $130M Series D into JunieAI - the first enterprise-grade AI designed specifically for private markets GPs. JunieAI is built to automate routine front and back office tasks, surface insights from vast datasets, and assist teams in making faster, more informed decisions. CEO Alex Robinson calls AI “the driving force behind the next era of private markets innovation,” adding that its emergence, alongside the influx of retail investors, marks a pivotal moment for the industry.

Rembe emphasizes, however, that technology alone is not the answer: “Rarely does a technology change not come with a process change. If you want the tech to change to you, that’s not going to happen.” He also warns that time is critical in this moment of industry change: “Private markets have always been slow to adopt innovation - but with AI, if you’re not investing now, you’re already behind.”

Summary

With its unified platform, extensive market reach, and early investment in AI, Juniper Square is defining what modern private markets infrastructure should be. The key lesson for other firms is that incremental changes aren’t enough. Staying competitive will require rethinking how data, technology, and processes integrate across the firm. Those who act now to embrace this shift will shape the next decade of the industry.

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Brandon Rembe

lendinvest

Property Finance

The global property finance market has entered a period of rapid change, shaped by shifting borrower needs, evolving regulation and growing demand for faster, more flexible lending solutions. Traditional high street banks – often slowed by legacy systems and rigid underwriting processes – have struggled to serve segments such as SME developers, landlords and borrowers with complex income profiles. At the same time, investors are seeking diversified, income-generating opportunities backed by real assets.

The result is a growing role for alternative lenders that can combine deep property expertise with agile, technology-driven processes. These players are bridging the gap between borrowers' urgent funding needs and the capital sources eager to support them, while maintaining rigorous credit and risk management. As market volatility, inflation and supply chain pressures add complexity, lenders are under more pressure than ever to deliver speed, transparency and efficiency – without compromising on diligence.

> *The industry has digitised parts of the journey, but conveyancing and valuations still lag — partial adoption is what slows completions. The real prize is a fully digital, end-to-end mortgage ecosystem.*
>
> — **Rod Lockhart**
> CEO, LendInvest

Key Trends:

- **Speed and certainty of execution –** Borrowers increasingly expect rapid credit decisions and streamlined processes, making lender agility a competitive advantage.
- **Technology-led transparency –** Digital platforms enabling real-time progress tracking, automated document collection and clearer communication with all parties.
- **Serving underserved borrowers –** A focus on complex income profiles, SME developers and landlords excluded by traditional lenders' rigid criteria.
- **Investor diversification –** Broader investment products for individuals and institutions seeking exposure to property-backed lending.

Rod Lockhart
LendInvest
CEO

In our recent interview with Rod Lockhart, Chief Executive of LendInvest, he outlined how the UK property finance market is evolving and the role LendInvest plays in shaping that change. “Our advantage,” Rod explained, “comes from combining a technology-led platform with over 15 years of property finance experience. This enables us to make faster, better-informed lending decisions, deliver a seamless experience for borrowers, and provide investors with confidence backed by rigorous risk management.”

Founded in 2008, LendInvest has built a platform that integrates every stage of the lending lifecycle – from application and credit assessment to completion and ongoing management. This end-to-end approach reduces friction for borrowers, speeds up decisions and ensures transparency, while giving investors real-time portfolio insights. As Rod puts it: “The tech moat we’ve built allows our teams to focus on judgment and service, not paperwork – making the process quicker, simpler and far less stressful for everyone involved.”

The company’s platform is designed to adapt to the diverse and complex needs of today’s property investors and developers. SME builders, landlords and borrowers with non-standard incomes can access funding that would otherwise be difficult to secure, supported by a technology backbone that automates routine processes while leaving human expertise at the centre. This balance is critical: “Technology should enhance, not replace, the human relationships at the heart of property finance,” Rod emphasised.

Recent innovations highlight LendInvest’s ability to translate technology into measurable impact. For example, enhancements to the Mortgages Portal streamline Product Transfers, enabling brokers to complete the process in a few clicks. AI-driven underwriting and credit models have increased throughput by 42 per cent, while short-term mortgage offer-to-completion times have fallen by 16 per cent – from 43 to 36 days. On the investment side, the LendInvest Secured Credit Fund III provides a scalable, evergreen vehicle delivering sustainable income with low volatility, reflecting the firm’s ability to combine technology with disciplined, capital-efficient investing.

Looking ahead, LendInvest sees technology as the key to unlocking broader modernisation across property finance. “The real opportunity,” Rod noted, “is in redesigning the process so that friction points disappear entirely. That means questioning legacy steps, rethinking workflows and integrating data across brokers, estate agents and other parts of the ecosystem.” With AI and data-driven platforms becoming increasingly central, LendInvest aims to stay ahead by iterating products, processes and models to better serve borrowers and investors alike.

Summary

LendInvest exemplifies how technology can transform property finance. By building a fully integrated platform, automating routine workflows, and maintaining a human-centred approach, the company is delivering faster, more transparent lending while providing investors with reliable, data-backed opportunities. Its model demonstrates that modernisation is not just about digitising existing processes – it is about fundamentally rethinking how property finance should work for the next generation of borrowers and investors.

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Consumer Lending

Consumer lending is undergoing a structural shift in 2025. High interest rates, persistent inflation, and record household debt levels are changing both borrower behavior and lender economics. U.S. household debt now exceeds $17.5 trillion, with credit card balances at an all-time high of more than $1 trillion and average APRs above 20%. Many consumers are struggling to manage existing debt while maintaining financial confidence, creating pressure on lenders to provide clearer, more predictable, and more supportive borrowing solutions.

Borrowers increasingly expect lending to match the speed and convenience of other digital services: instant credit decisions, transparent pricing, and seamless mobile experiences. Many legacy institutions are unable to meet these expectations, creating an opening for customer-focused, technology-enabled challengers.

Leading lenders are investing in end-to-end digital origination, AI-enabled underwriting, and product designs that simplify repayment and reduce cost for the borrower. The advantage will go to those who can integrate these capabilities while maintaining strong risk controls and delivering measurable financial benefit to customers. In an environment where credit risk and customer trust are both under pressure, execution on these dimensions will define market leaders.

> *Consumer lending is evolving beyond traditional credit scores, toward models that use technology and alternative data to expand access, personalize experiences, and build greater trust with borrowers.*
>
> — **Matt Potere**
> CEO, Happy Money

Key trends:

- **Digital-first lending with near-instant approvals –** streamlining the application process to deliver credit decisions in minutes rather than days.
- **AI-driven underwriting for faster, more accurate risk assessment –** leveraging machine learning and alternative data to enhance precision and expand access.
- **Transparent product design to build trust and retention –** simplifying terms, pricing, and communication to strengthen long-term borrower relationships.
- **Strategic partnerships between fintechs and traditional institutions –** combining innovation and scale to deliver more inclusive and efficient lending solutions.

Happy Money

Matt Potere
Happy Money
CEO

Happy Money has built its model around the belief that lending should serve both borrowers and lenders. By partnering with credit unions, asset managers, and other capital providers, the company originates personal loans designed to help borrowers pay off high-interest credit card debt, improving consumer financial health while delivering partners a steady stream of short-duration, high-quality assets.

“Our focus is on building a strong consumer lending business and delivering meaningful impact,” says CEO Matt Potere. “We are hyperfocused on excellence in three core areas: direct-to-consumer marketing to drive originations, credit expertise to underwrite assets and price them appropriately, and diverse, relationship-based capital partnerships.”

Technology is at the core of its execution. The company’s fully digital platform allows borrowers to apply in minutes, receive fast approval, and fund their loan without visiting a branch. AI-powered document verification and credit decisioning reduce processing times from days to minutes while maintaining rigorous compliance and risk standards. “AI allows lenders that have adopted it to give borrowers a much better experience at a lower cost and make higher-quality decisions,” Potere notes. “If you are not integrating AI now, you risk losing your best customers and increasing costs.”

Equally important is the human element. Potere emphasizes that speed should never come at the expense of empathy. “We are developing long-term relationships by helping borrowers regain financial control and confidence, not just completing transactions.” That commitment is reflected in features like Direct Card Payoff, which sends funds directly to a borrower’s credit card issuer to accelerate debt repayment, and skip-a-payment options for emergencies. As one customer shared, “You offered it in a way that was not humiliating or condescending... All around, it really was just an excellent experience.”

Looking ahead, Potere sees the consumer lending market becoming more partnership-driven, more personalized through AI, and more accountable to both customers and regulators. “Regulate yourself before someone else does,” he advises. “Build fairness and transparency into your culture from the start.”

Summary

Millions of borrowers pay more interest than their risk warrants, creating an opportunity for smarter lending. By combining digital speed, AI precision, and values-driven design, lenders can help consumers reduce debt faster and more affordably while delivering strong portfolio performance. Happy Money’s model illustrates how aligning borrower outcomes with capital partner interests can define the future of consumer lending.

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Matt Potere

Financial Comparison Tools

Over the past decade, financial comparison platforms have evolved from static rate listings into interactive services that support more informed financial decisions. Rising inflation, fluctuating interest rates, and the rapid diversification of products have heightened demand for tools that deliver speed, clarity, and trust. Today's leading platforms integrate real-time data with independent analysis, helping consumers navigate not only traditional offerings such as mortgages and credit cards but also newer categories including digital investments and alternative lending.

This progression mirrors broader changes in consumer expectations. People now anticipate the same level of personalization and transparency in financial services that they experience in e-commerce or streaming platforms. At the same time, the proliferation of products has raised the stakes: without impartial, accessible comparison tools, consumers face greater risk of choosing products that are costly or ill-suited to their needs.

Looking forward, competition in this segment will be shaped by two critical capabilities: technological sophistication and trust. Automation and AI can enhance relevance and reduce friction, but platforms must also be transparent in how results are produced. Those that combine rigorous, data-driven methods with clear editorial standards are likely to set the pace for the industry.

> *Consumers today expect comparison tools to do more than just show rates — they want insights, guidance, and interactive experiences that help them make better financial decisions.*
>
> — **Zak Ali**
> General Manager, US
> Finder.com

Key Facts:

- **Personalization at scale** – recommendations tailored to user profiles and financial goals
- **AI-assisted discovery –** natural language queries guiding consumers to relevant products
- **Transparency and independence –** consistent evaluation criteria that build confidence
- **Product scope expansion –** extending beyond core banking into insurance, investments, and alternative finance
- **Strategic partnerships –** collaboration with financial institutions to improve data quality and consumer choice

Zak Ali
Finder
General Manager, US

In our recent discussion, Zak Ali, US General Manager at Finder, outlined the company's mission: *"We help people make smarter financial decisions so they can save more, earn more, and enjoy a more stress-free life."*

Founded in Australia in 2006, Finder has since expanded into the US, UK, and Canada, becoming one of the world's most widely used financial comparison platforms. Each month, millions of consumers use Finder to compare products ranging from mortgages and credit cards to savings accounts, investments, and insurance. What sets the platform apart is not only its breadth but also its commitment to clarity and independence. As Zak explained, *"Our role is to cut through complexity and provide people with transparent, unbiased comparisons that they can trust."*

Finder's model reflects the trajectory of the broader sector: consumers increasingly expect tools that are personalized, transparent, and simple to navigate. To meet this need, Finder combines editorial independence with data-driven precision. Its proprietary Finder Score applies consistent criteria to evaluate products, while real-time data integrations ensure users have the latest information on rates, fees, and features. This balance of expert judgment and technological accuracy allows Finder to deliver the transparency and usability consumers now demand.

In addition to helping individuals, Finder leverages the scale of its platform to track broader patterns in consumer decision-making. By analyzing millions of comparisons each month, it identifies shifts in demand and emerging preferences across markets. As Zak explained, "Our data gives us a unique lens into how people are actually making financial decisions in real time, and we see that as an opportunity to help both consumers and institutions adapt more quickly." This analytical capability strengthens Finder's position as both a trusted consumer resource and a valuable partner to financial institutions.

Operating across four major markets provides another advantage. As Zak noted, "Operating across four major financial markets has taught us how to navigate the nuances of each, while also understanding the universal wants, needs, and challenges consumers face." This dual perspective enables Finder to serve consumers directly while also acting as a partner for financial institutions seeking international expansion.

Looking ahead, Finder sees trust and transparency as the defining attributes of the next stage in financial comparison. Zak emphasized that "The platforms that thrive will be the ones whose data, methodology, and content are trusted not only by consumers, but also by the AI agents they increasingly rely on." As financial choices expand and technology plays a larger role in shaping them, Finder's combination of impartial content, rigorous evaluation, and global reach positions it to remain central to the evolving comparison landscape.

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Zak Ali

B2B Payments Infrastructure

B2B payments have shifted dramatically over the past decade, moving from fragmented, batch-based processes to real-time, API-driven ecosystems. Businesses now expect the same speed, transparency, and control they enjoy in consumer transactions - yet many still face manual reconciliation, slow settlement times, and limited visibility over funds. Legacy infrastructure struggles to meet these demands, creating friction that slows operations, increases costs, and erodes customer trust.

Globalization, embedded finance, and shifting regulations are raising the bar for payment speed, transparency, and security. But the reality for many enterprises remains complex: multiple payment rails (ACH, card networks, real-time payments, wire) that can take days, and scattered data across incompatible systems. Without unified infrastructure, finance teams are left juggling integrations, compliance burdens, and operational inefficiencies - missing opportunities to move faster, expand into new markets, and deliver a seamless customer experience.

Forward-looking enterprises are turning to modular, cloud-native payment platforms that abstract away this complexity. By unifying disparate rails through a single interface, these systems enable orchestration, automation, and real-time visibility across all transactions. The result is not just faster settlement, but strategic flexibility: finance teams can launch new products faster, support cross-border growth with less overhead, and gain the data intelligence needed to optimize working capital. As payments become a competitive lever, the winners will be those who treat infrastructure as a growth enabler - not just a back-office function.

> *Embedded and real-time payment solutions are shaping how value moves across the financial ecosystem. Seamless, integrated payments are no longer optional — they are central to modern business and customer experiences.*
>
> — **Patricia Montesi**
> CEO, Qolo

Key trends:

- **Real-time settlement and fund movement -** reducing delays and eliminating uncertainty in payment flows.
- **Unified payment orchestration -** replacing multiple providers and platforms with a single, cohesive infrastructure.
- **Embedded finance capabilities -** integrating payments directly into customer-facing and internal workflows.
- **Greater regulatory and compliance oversight -** meeting stricter anti-fraud and transparency requirements.

Qolo

Patricia Montesi
Qolo
CEO

In our recent interview with Patricia Montesi, CEO of Qolo, she highlighted persistent challenges within B2B payments. “Many businesses still rely on multiple, disconnected providers just to manage essential functions like issuing, acquiring, and cross-border payments”, she said. “This fragmentation leads to operational inefficiencies, increased costs, and limits the ability to innovate.”

Qolo was built to eliminate this problem at the root. Acting as what Patricia describes as “a unified payments platform for B2B and fintech”, Qolo integrates issuing, acquiring, and virtual account management capabilities into a single platform - all powered by one secure, unified ledger. This means finance teams can see, move, and reconcile funds instantly, without juggling multiple systems or waiting days for settlements.

Patricia stressed that this isn’t just about efficiency - it’s about enabling strategic agility. “When your payments infrastructure is unified, you can launch new products in weeks instead of months, switch payment rails overnight, or expand into new geographies without ripping out your core systems,” she explained. “It changes the speed at which your business can respond to opportunity.”

That philosophy is already in action. Qolo’s partnership with KeyBank shows how a large, established institution can deliver modern, embedded banking capabilities at scale. Powering KeyBank’s KeyVAM solution, Qolo has enabled the bank to process nearly $15 billion in transactions in under a year, making commercial deposits stickier while providing clients with features like real-time and same-day reporting, cash flow visualization, and detailed insights across virtual sub-accounts. By integrating instant funds access, multi-rail payment options, and built-in compliance, Qolo has helped KeyBank accelerate go-to-market timelines and open new revenue streams.

For Patricia, the ultimate goal is to put businesses, not infrastructure constraints, in control. “The companies that will lead in B2B payments are the ones that can adapt in real time. Our job is to make sure nothing in their payments stack ever slows them down.”

Summary

Qolo is helping redefine what B2B payments infrastructure should deliver - moving beyond speed and cost savings to enable flexibility, scalability, and continuous innovation. By collapsing the complexity of multiple providers into one adaptable, future-ready platform, Qolo gives enterprises the control and agility they need to thrive in a payments landscape that is only becoming more dynamic. They represent the future of B2B payments.

Qolo.io
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Qolo
Patricia Montesi

Klarna

Embedded Finance & BNPL

Embedded finance and BNPL have shifted from experimental add-ons to strategic infrastructure for modern commerce. Businesses are integrating financial services - especially payments and flexible credit - directly into checkout flows and commerce platforms, allowing transactions to happen seamlessly while providing consumers with flexible payment options.

BNPL, once a consumer-focused, optional payment method, is increasingly embedded into merchant platforms, transforming how transactions are processed, financed, and scaled. This structural approach not only enhances customer experience and conversion rates but also helps merchants reduce friction, optimize costs, and access new revenue streams.

These developments are accelerating as more platforms integrate BNPL and payment infrastructure natively, moving beyond “alternative payment methods” to becoming core components of commerce. This trend highlights the dual focus of embedded finance: operational efficiency for businesses and flexible, transparent financing for consumers.

> *“Open banking offers a huge opportunity for Klarna to reduce the cost of payments to society by cutting out the established card payment networks, and using up-to-date bank account data to make ever better lending decisions.*
>
> —**Wilko Klaassen**
> Klarna,
> Vice President of Open Banking

Key Trends:

- **Seamless Merchant Integration** - BNPL and embedded payment options are becoming standard at checkout, not just optional features, allowing merchants to offer flexible financing without disrupting existing systems.

- **Shift from Consumer Convenience to Structural Efficiency** - Companies are leveraging real-time banking and transactional data to reduce costs and improve lending accuracy, embedding finance into the commerce workflow itself.

- **Platform Partnerships Drive Scale** - Collaborations between financial service providers and global commerce platforms enable rapid adoption and broaden merchant reach across multiple countries.

- **Data-Driven Credit Decisions** - Real-time account data and transaction analytics are used to improve approval rates, manage risk, and optimize financing offers for end-users.

- **Regulatory Awareness and Consumer Protection** - With BNPL expanding into mainstream commerce, companies are increasingly designing systems to comply with emerging regulations while maintaining customer trust.

- **Flexibility as a Differentiator** - The demand for flexible, fast, and transparent financing solutions continues to grow, pushing embedded finance providers to become integral to commerce, rather than a supplementary feature.

Klarna's perspective on embedded finance and BNPL is best illustrated through the experiences of its European operations team, who describe how the company has been reframing its role from "alternative payment provider" to an embedded infrastructure partner for merchants.

Wilko Klaassen, Vice President of Open Banking at Klarna, explained that the company's open banking work is not only about smoother customer experiences, but about reshaping the cost structure of payments:

"Open banking offers a huge opportunity for Klarna to reduce the cost of payments to society by cutting out the established card payment networks, and using up-to-date bank account data to make ever better lending decisions."

He emphasized how this shift is enabling Klarna to help merchants lower transaction fees while also improving the accuracy of lending decisions through real-time account data - an efficiency play as much as a customer experience one.

Emma Green, Klarna's Senior Commercial Partnerships Manager for Europe, states that distribution and scale are just as critical as infrastructure. She emphasized Klarna's ability to embed itself into existing merchant ecosystems: "Stripe-powered businesses in 25 countries can now instantly offer Klarna to their customers. The improved partnership has already helped Klarna double the number of new merchants offering Klarna for the first time in Q4 2024, compared to previous quarters." Her perspective underlines Klarna's ambition to become a default choice at checkout - not just an add-on payment method, but a widely accessible commerce enabler for retailers across Europe and beyond.

Klarna's strategy is not simply about growing transaction volume, but about shifting perceptions. By embedding open banking and BNPL into mainstream merchant platforms, Klarna is moving the conversation away from short-term credit and toward long-term infrastructure. For merchants, this means lower costs and broader reach; for consumers, it means faster, safer, and more transparent access to finance.

Together, these voices highlight how Klarna is tackling embedded finance from two angles: structural efficiency (through open banking and data-driven lending) and scaled adoption (through global platform partnerships). Both dimensions align with the broader segment trend of BNPL evolving into a core layer of digital commerce, blending infrastructure innovation with merchant reach.

Klarna

Contact Sales

Klarna

B2B Commerce

Powered by Payments

B2B payment operations are moving from batch, back-office processes to configurable platforms that underpin revenue, customer experience, and market expansion. The strategic question for enterprises is no longer “Can we move money?” but “Can payments flex to our commercial model, customer journeys, and partner ecosystems without adding technical debt?”

Operational pain is still a drag on growth. Stripe’s own research shows 40% of finance leaders spend 10+ hours each month correcting errors or discrepancies just to reconcile data - time that could be redeployed to pricing, working-capital optimization, and market entry. This is why modernization efforts increasingly target integrated billing, tax, revenue recognition, and workflow automation alongside core payment acceptance

Commercial pressure is intensifying, too. In Stripe’s 2024 subscription leaders study, 55% of business leaders are considering switching billing providers, and 52% say the most important capability to improve recurring revenue is an automated billing system. The takeaway: enterprises want payment stacks that are both powerful and adaptable - easy to reconfigure as products, pricing, and partnerships evolve

> *When your integration spans Stripe products like Payments, Billing, Tax, and Identity... you need to be able to maintain, reason about, debug... how your integrations hold together.*
>
> — **Tanya Boiteau**
> Product Manager, Stripe

Key Trends:

- **No-/low-code extensibility** - Business teams want to orchestrate approvals, retries, and risk checks without new builds - accelerating iteration while reducing dependency on scarce engineering capacity.
- **Modular financial services** - Enterprises are decoupling acceptance from adjacent services (billing, tax, revenue recognition) to avoid lock-in and assemble best-of-breed stacks that scale with complexity
- **Payment-method diversity as a growth lever** - Offering cards, wallets, BNPL, and bank debits in the right combinations expands buyer coverage and boosts conversion - not just in B2C but across B2B purchase flows.
- **Globalization without friction** - Out of the box, Stripe supports 135+ currencies and localizes payment UIs - letting firms present locally while settling centrally and standardizing controls.
- **Faster cash conversion** - Instrumented invoicing and collections improve DSO; Stripe reports 87% of invoices paid within 24 hours on its platform - a benchmark that shows what “digitized AR” can deliver

Stripe's product team highlight these trends. Tanya Boiteau, a Stripe Product Manager, emphasizes that businesses increasingly struggle with fragmented integrations and complex workflows. As she explains: "You see, customers have told us that a payment isn't just done when the money moves. It's done when the business logic is complete."

This insight reflects why Stripe built Workflows – to let businesses chain together Stripe API actions without custom backend coding. Workflows enables companies to automate tasks like invoice approvals or fraud checks in sequence, addressing common pain points for B2B finance teams. Boiteau highlights that these features were directly shaped by merchant feedback, underscoring Stripe's commitment to customer-driven innovation.

Payment diversity is another theme from Stripe. Théo Blochet, Product Manager at Stripe, emphasized the importance of offering multiple payment options, even in business contexts: "If you use them together, you actually get better coverage of your buyer base, so a higher revenue uplift."

Blochet noted that while BNPL is often associated with consumer purchases, Stripe's data shows measurable conversion uplifts across all customer bases. For B2B platforms, this means payment choice (credit, debit, wallets, BNPL) is not cosmetic but commercially essential, especially when connecting suppliers and buyers globally. Stripe's focus has therefore been on embedding local methods (from Klarna to Alipay) and frictionless checkout components that adapt to regional buyer preferences.

Finally, Stripe emphasizes a commercial approach focused on performance and openness rather than vendor lock-in. The company prioritizes delivering high-quality payments capabilities while allowing merchants the flexibility to use other providers. This strategy supports a B2B payments model where features like fraud detection, tax management, and revenue recognition remain accessible regardless of the underlying processor.

In summary, Stripe's perspective on B2B payments combines flexibility, data-driven optimization, and customer focus. From no-code workflows to global payment integrations, Stripe positions itself as more than infrastructure: it is a strategic payments platform designed for enterprise-grade scale with DIY adaptability.

Stripe

Contact Sales

Stripe

Overview

The fintech landscape in 2025 is defined by integration, intelligence, and scale. Across payments, embedded finance, lending, private markets technology, and AI-driven wealth management, the sector is moving beyond isolated innovations toward systemic transformation. Unified platforms are becoming the backbone of modern commerce, enabling businesses to embed financial services directly into their operations and customer journeys. What was once considered a complementary feature, such as buy-now-pay-later solutions or open banking-enabled payments, is now increasingly treated as essential infrastructure, reshaping both cost structures and customer experiences.

At the same time, fintech leaders are balancing innovation with operational resilience. Investments in automation, data-driven decision-making, and scalable platform integrations are helping firms optimize efficiency, reduce friction, and unlock new growth opportunities. As the sector continues to mature, the emphasis is on building financial ecosystems that are not only technologically sophisticated but also commercially sustainable, serving both businesses and end customers more effectively.