

Your account holders are  
already sending remittances—  
just not through you.



## Capturing your share of the \$857B cross-border payments market

Today's account holders expect fast, seamless, and secure ways to send money across borders. As third-party remitters gain market share, traditional financial institutions face a growing threat and a bigger opportunity to modernize and stand out.

### Why global payments matter right now



\$857 billion+ global remittance market and continuing to expand.<sup>1</sup>



The United States is the largest outbound remittance market globally.<sup>2</sup>



65% of international peer-to-peer transfers are now handled by consumer-focused digital remittance providers instead of traditional banks.<sup>3</sup>

To stay competitive and meet rising expectations, financial institutions must adopt a modern, embedded cross-border payment solution.

The right partner can help you:

- ✓ Deliver faster, more intuitive account holder experiences
- ✓ Strengthen account holder loyalty and retention
- ✓ Unlock new revenue streams through expanded services

**Choose the right partner to unlock international payment growth with our partner checklist.**

# Not all cross-border solutions are created equal.

Use this checklist to choose the right partner and accelerate your global payments strategy.



## ☐ Flexible integration options

Look for embedded, low-code solutions with API-driven integrations designed for quick implementation and easy adaptation into your current systems and customer experiences.

## ☐ Comprehensive global reach

Ensure your partner has extensive geographic coverage with operations in 185+ countries, enabling you to efficiently meet global customer demands across diverse regions.

## ☐ Reliable compliance and security frameworks

Partner with an organization offering built-in compliance tools to navigate complex regulatory landscapes such as Reg E, BSA/AML, sanctions, and more. Ensure robust fraud monitoring and risk management capabilities.

## ☐ Exceptional customer support

Choose a partner that offers proactive, 24/7 support across multiple channels and provides an operational portal to simplify program management.

## ☐ Innovation and scalability

Look for a partner committed to ongoing innovation, regularly updating their solutions to incorporate new features and improvements, allowing your institution to continually meet evolving customer expectations and stay ahead in the market.

## ☐ Targeted corridor solutions

Evaluate if your partner provides customized solutions specifically designed for key regions or corridors, offering specialized tools like currency-specific wallets, localized remittance programs, and region-specific market insights to better serve unique local needs.

## ☐ Adoption and growth

Verify that the provider helps drive adoption and retention through marketing, training, and co-branded experiences.

## ☐ Transparent pricing and reporting

Ensure your partner provides clear, competitive pricing models, real-time transaction tracking, and detailed reporting tools, offering transparency and control over every transaction with no hidden mark-ups.

## ☐ Strategic partnership approach

The ideal partner offers consultative collaboration and supports accelerated deployment, enabling you to rapidly launch cross-border payment solutions within approximately 90 days.

## ☐ Robust operational infrastructure

Select a partner with a reliable operational infrastructure that effectively manages treasury reconciliation, pricing strategies, dispute resolution, and minimizes operational overhead.

## ☐ Multiple payment modalities

Confirm that your partner offers diverse, adaptable payment methods including direct-to-bank account transfers, debit cards, mobile wallets, and cash pickups, ensuring you can accommodate a wide range of customer preferences.

## ☐ Enhanced digital user experience

Choose a provider that prioritizes an intuitive, digital-first embedded experience, ensuring seamless, frictionless transactions without redirects and enhancing overall customer satisfaction.

## ☐ Agile, responsive operating model

Ensure your partner employs an agile operational model capable of swiftly adapting to changing market conditions and customer feedback, enabling you to efficiently roll out new products and innovations.

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Cross-border growth is within reach when you have the right partner. ReadyRemit by Brightwell helps you embed international payments, strengthen account holder loyalty, and unlock new revenue opportunities. Learn more at [brightwell.com/readyremit](https://brightwell.com/readyremit).

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### Sources and further reading:

<sup>1</sup> Migration Data Portal, Remittances – overview. <sup>2</sup> World Bank, Remittance Flows Continue to Grow in 2023

<sup>3</sup> McKinsey, How banks can win back lower-value cross-border payments business