

Get to know Backbase

Backbase is on a mission to give banks the operating system they need to win in the era of agentic banking - unifying their entire frontline and delivering Elastic Operations at scale. At the heart of this mission is the AI-native Banking OS: the Control Plane that understands, runs, authorizes, and optimizes the bank's frontline so customers, employees, and AI agents work as one.

Traditional banks have layered digital channels onto fragmented infrastructure over time - creating broken handoffs, inconsistent data, and manual coordination that no system owns. More than half of frontline work lives in this whitespace. Backbase eliminates it. The Banking OS coordinates execution across digital channels, front office, and operations - replacing fragmented workflows with one unified operating model: the Unified Frontline.

Industry analysts Forrester, Gartner, and Datos continuously recognize Backbase's category leadership. Over 120+ leading banks around the world run on the Backbase AI-native Banking OS.

[See some of their stories](#) 

Our story

Jouk Pleiter founded Backbase in Amsterdam in 2003 as a user interface software company. Business was steady until 2013, when Pleiter spotted a massive fracture: banks were pasting new websites over decades-old legacy systems, digitizing their clutter rather than truly modernizing.

Pleiter made a company-defining decision - cutting off the general market to go all-in on financial services. Backbase pivoted to a specialized banking platform focused on orchestrating complete customer experiences across every channel and line of business.

That bet paid off. Backbase scaled from a Dutch startup to a global leader with over 2,500 people across hubs from Boise to Tokyo, serving 120+ leading banks - all while remaining founder-led and independent.

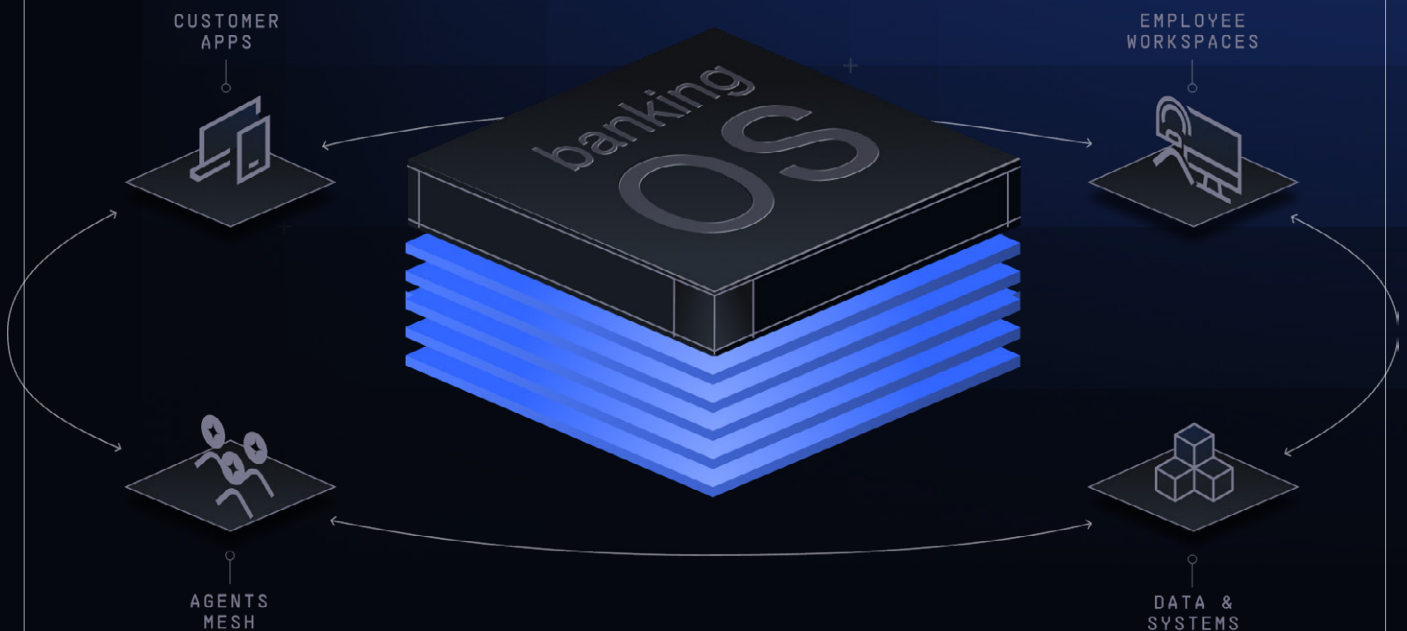
Today, Backbase has taken its boldest step yet. The AI-native Banking OS is the Control Plane that turns fragmented banking operations into a Unified Frontline - where customers, employees, and AI agents work as one. AI is no longer a feature. It's the foundation.

In April 2026, Backbase launched The AI-native Banking OS - the Control Plane that turns fragmented banking operations into a Unified Frontline.

Our value proposition

Backbase gives banks the operating system they need to unify their entire frontline - coordinating customers, employees, and AI agents across digital channels, front office, and operations. From onboarding and loan origination to servicing and dispute resolution, the AI-native Banking OS orchestrates every domain through one Control Plane. It sits above existing cores and systems of record - no rip-and-replace - and connects to the broader fintech ecosystem through Grand Central. The result is Elastic Operations: banks scale throughput without scaling headcount, with full auditability at every step.

The Backbase AI-Native Banking OS



The Backbase AI-native Banking OS coordinates every interaction, decision, and workflow across the bank's Unified Frontline. It renders and executes banking work across every surface, spanning Composable Banking Apps for customers, Composable Workspaces for employees, and Conversational Banking for natural language interaction across both.

AI and machine learning are embedded into every workflow, from next-best-action and risk scoring to agentic case handling, with every model governed, versioned, and continuously improved. The Banking OS also connects to cores, payment systems, CRM platforms, and fintech partners without replacing any existing infrastructure.

Together, this makes the AI-native Banking OS the execution backbone that coordinates customers, employees, and AI agents across the Unified Frontline, from digital channels to back-office operations. That is what lets AI move from a pilot project into everyday banking, without a costly system overhaul.

Leadership team

	Jouk Pleiter Founder & Chief Executive Officer (CEO) 		Tim Rutten Chief Marketing Officer (CMO) 		Brian Vlootman Chief Information Security Officer (CISO) 
	Jeroen Bruseker Executive Vice-President, Services (EVP) 		Roland Booijen General Manager, Ecosystem • BaaP (GM) 		Joost van Mook Executive Vice-President, Sales (EVP) 
	Didier Van der Coelden Chief Financial Officer (CFO) 		Jodi Slomp Chief People Officer (CPO) 		Sheau Pei Chong Chief Technology Officer (CTO) 

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