

SmartCard Marketing Systems Inc. (OTCQB:SMKG) Treasury Prime: API Banking Will Be ‘Table Stakes’ in Five Years

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Wilmington, Delaware Sep 20, 2022 ([IssueWire.com](https://www.issuewire.com)) - SmartCard Marketing Systems Inc. (OTCQB:SMKG) Treasury Prime: API Banking Will Be ‘Table Stakes’ in Five Years

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“The most simple use cases are the ones where corporate clients are looking to access their business banking in a different way,” he said. “and API banking is the next frontier.”

Embedded finance, he said, lets FinTechs and enterprises offer up checking accounts or business accounts across non-traditional channels, which in turn opens up new revenue streams and business lines and increases deposits for smaller banks.

The conversation came in the wake of Treasury Prime’s [announcement](#) Monday (Sept. 19) that it had been accepted into the Jack Henry Vendor Integration Program.

According to Nowicki, Treasury Prime’s inclusion into the program means that all banks on the Jack Henry core are able to adopt Treasury Prime’s BaaS technology in a standardized fashion, and in turn, offer embedded finance to their FinTech and enterprise customers.

“This gives us a ‘direct line’ with Jack Henry and takes our mutual clients out of the middle, out of the game of playing ‘telephone,’” he said, “and allows us to more seamlessly deliver the end products that our clients need and want.”

Source link: [Nowicki: API Banking Will Be ‘Table Stakes’ \(pymnts.com\)](#)

Massimo Barone the CEO of SMKG stated “ Our goal is to be part of the complete ecosystem for these “table stakes” for financial institutions and enterprises. We provide commercial strategies through licensing our solutions as a service. We are uniquely structured and have a suite of proprietary marketplace technologies that deliver on SaaS, BaaS, and PaaS optimizing the B2B, B2C & P2P channels through our Embedded Payments and Cross-border Payment Rails.”

About SmartCard Marketing Systems Inc (OTCQB: SMKG):

SmartCard Marketing Systems Inc (OTC: SMKG) is an industry leader in specialized industry e-Commerce, Cloud, and Mobility applications delivering White Label solutions to the global PayTech and FinTech markets. SMKG is a boutique technology company, providing Business Intelligence and Digital Transformation Strategies with a proprietary portfolio of applications and wireframes for Banking, Enterprises, and Retail e-Wallets offering Blockchain Protocols, Crypto Issuing, NFT Minting, Tokenization, Digital ID-e-KYC, Digital Automation Strategies with “License to Own” marketplace applications.

For more info visit www.smartcardmarketingsystems.com
or visit our business applications marketplace at www.Emphasispay.com

We seek a safe harbour.

For additional enquiries connect with:

Dharmesh Vora

President Enterprise Solution

SmartCard Marketing Systems Inc.

dvora@smartcardmarketingsystems.com

CEO, Massimo Barone
mbarone@smartcardmarketingsystems.com

SmartCard Marketing Systems Inc.
OTC:SMKG Ph: 1-844-843-7296
news@smartcardmarketingsystems.com

Media Contact

smartcard marketing systems inc

mbarone@smartcardmarketingsystems.com

18448437296

20 Trolley Square,

Source : smartcard marketing systems inc

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