“Silver Agency took a challenging subject and timeline and delivered an integrated story that spoke to the entire financial services and financial technology sector. They were able to encapsulate the brand of Finastra by weaving the OPEN by {Default} campaign seamlessly into our ethos of defining finance for good. They were attentive to our feedback and challenged the status quo to elevate the creative to a higher standard.”

Brandi Meredith
Global Lead, Integrated Campaigns and Media

OPEN by {DEFAULT}

Making fintech benevolent and fair

Finastra’s first TikTok account with custom content to promote the Hackathon

The Drum Awards 2022 B2B
“Simplifying complex topics and making them relevant in a human way is a challenge for every marketer. And a challenge that Finastra takes to heart. We found the creative breakthrough and partnership with Silver very refreshing and real and were proud to engage and inspire hundreds of female led developers to tackle the problem of Algorithmic Bias head-on.”

Margaret Franco
Chief Marketing Officer

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98,200+
impressions

2.95%
CTR %

11,900+
video views

1.73%
engagement rate

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Finastra's 5-step plan to tackle bias within fintech

1. Speeds up decision making
2. Reforming our End User Licence Agreement
3. Developers and partners will be expected to account for algorithmic bias, and Finastra will have the right to inspect any application.
4. Annual hacks will always have an inclusion focus
5. Our upcoming Hack to the Future will shine a light on female talent in the industry by finding and celebrating balanced, female-led teams pushing the boundaries of AI and machine learning.

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Fully committed to tackling AI bias

Finastra is working closely with industry regulators and, as a leader, is calling upon the financial services industry to sit up and take note of the threat algorithmic bias poses to society.

Creating new proof of concept technologies

Currently at proof of concept stage, Finastra aims to introduce the FinEqual application in the next 18 months - a digital tool that enables bias-free lending.

50:50 by 2030

Finastra is continuing its journey to 50:50 male to female ratio across all its teams. This includes increasing women amongst our top 200 leaders and engineers from 30% to 40% by 2025 and to 50% by 2030.

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Visit our website to learn more and join the movement.

The Drum Awards 2022 B2B

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Artificial intelligence (AI) is a powerful tool that:

Visit now »

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There is no room for bias in financial services.

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However, financial services' rapid adoption of AI has resulted in algorithms being used that reflect the human biases found in society. This has led to discrimination against certain demographics when applying for finance.

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Time to take action

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Visit our website for more information and to join the movement.