

Q2 INTERACTIVE TEST DRIVE

Win commercial banking customers with powerful, customized demo experiences

When businesses and treasury sales officers need a new financial institution (FI), they look online. So you need to stand out in a crowded and ultracompetitive market.

Q2 Interactive Test Drive helps FIs show off their digital banking superpowers and win more commercial business. It replaces boring, run-of-the-mill run-throughs with tailored, interactive experiences. Put prospects in the driver's seat to increase your chances of winning.

Benefits

Q2 Interactive Test Drive helps FIs create one-of-a-kind demo experiences that are:

- **Customizable.** Tailor every demo by business type, size, features, and pain points.
- **Quick and simple.** Base-layer templates make it easy to build bespoke experiences.
- **Authentic.** Prospects use real functionality to test drive your banking suite.
- **Efficient.** Realistic demos minimize back-and-forth exchanges with sales reps.
- **Compelling.** Immersive demo experiences spark conversation and leave a powerful impression.



Set your FI apart from the competition

First impressions are important. So, swap out your standardized product demo with a one-of-a-kind test drive. Q2s Interactive Test Drive gives prospective customers an immersive experience with your online banking suite they won't forget.

Using Q2 templates, it's easy to create impressive interactive experiences. Test users connect through our core, so they see real functionality and perform real transactions. The entire experience is branded like your FI, so they start building a relationship with your institution. You can feature related capabilities to cross-sell products and services, like ACH, wires, Stop Payments, reporting, Positive Pay, and more.

Customers don't have to imagine how your digital banking suite will work. With Interactive Test Drive, they experience it for themselves.

Customizable doesn't mean complicated

Interactive Test Drive leverages templates that are designed to showcase commercial and small business accounts. You can customize the template for the exact business type and size you're selling to, and to highlight features they care about. Every prospect gets personalized attention, without tremendous effort.

The demo-building process is easy and intuitive, like adding items to an online shopping cart. When a demo is ready, you can give test users a unique URL to access their test drive experience. You control how long demos are open and who has access.

Features

Built for business. Designed for commercial and small business accounts

Realistic. The production environment connects prospects to realistic data and features

Comprehensive. Feature related products in your demo to cross-sell services and increase revenue

Branded. Demos look and feel like your FI's online banking suite

Flexible. Prospects can access demos on your website or through a standalone URL

Scalable. Create as many test accounts as you need, for as long as you need them

Simple. Design show-stopping, tailored demo experiences without any technical skills

Generate more commercial leads. Close them faster

Make Interactive Test Drive available to any prospective SMB account in exchange for contact information or other insights about their requirements. Warm leads are easier to close—especially once they’ve experienced your online business banking platform.

Personalized, immersive demos shorten the sales cycle. When prospects are in the driver’s seat, interactions with sales reps are more focused. Customized demos are an effective way to answer product-related questions, drive engagement, and increase revenue.

About Q2

Q2 is a financial experience company dedicated to providing digital banking and lending solutions to banks, credit unions, alternative finance, and fintech companies in the U.S. and internationally. With comprehensive end-to-end solution sets, Q2 enables its partners to provide cohesive, secure, data-driven experiences to every account holder—from consumer to small business and corporate. Headquartered in Austin, Texas, Q2 has offices throughout the world and is publicly traded on the NYSE under the stock symbol Q2WO. To learn more, please visit Q2.com.

For more information go to Q2.com
or call (833) 444-3469.

A personalized
digital experience
is very important
or critical to

71%

of business customers.

—2022 State of Digital
Banking Survey by Arizent
and American Banker