

FROM DEPOSIT LOSS TO DIGITAL GROWTH HELPING BANKS WIN IN THE DIGITAL ASSET ERA

Launch institutional-grade digital asset capabilities in days, retaining deposits, unlocking new revenue streams, and meeting customer demands without building from scratch.

The Challenge: Racing Against Irrelevance

Traditional banks and credit unions have lost over \$3 trillion in deposits to fintechs over the last five years.¹ As crypto adoption grows, traditional institutions must evolve to remain relevant. One emerging B2B2C fintech provider addresses this challenge by integrating with existing banking platforms and enabling customers to invest in digital assets.

The fintech's model proved effective: banks and credit unions onboarded, deposit outflows slowed, and customer retention improved. However, when their infrastructure provider became insolvent, the fintech faced two clear options:

- **Building in-house** would take an estimated 9–15 months, require \$1.5M to \$4M in upfront costs, and incur \$1.2M to 2.2M annually. Their credit union partners couldn't wait.
- **Stitching multiple vendors together** for trading, custody, compliance, and liquidity would introduce security risks, increase points of failure, and create regulatory gaps.



Instead, the fintech sought a partner that combined retail ease of use with institutional-grade execution. Their essential criteria included rapid deployment, secure custody, and access to global liquidity.

The Solution: sFOX Connect

sFOX Connect is a plug-and-play API that allows the fintech to offer white-label crypto trading and qualified custody to banking and credit union end users. With sFOX SAFE integrated, end users receive up to \$250,000 in asset protection against bankruptcy, providing a familiar level of security.

sFOX Connect unifies deep liquidity, secure custody, and seamless compliance through a single entry point, removing the need for the fintech to develop new solutions.

With dedicated support, sFOX simplifies complex engineering into a streamlined, customer-focused experience.

The Results: Accelerating Growth and Driving Efficiency at Scale

The partnership delivered immediate, high-impact results that significantly improved the fintech's trajectory.

- **Unprecedented Speed to Market:** The firm reduced its build time by 90%, launching in as little as 15 days for some components.²
- **Massive Capital Efficiency:** By choosing a buy-and-integrate approach instead of building from scratch, the fintech avoided \$1.5 million to \$4 million in upfront development costs and eliminated \$1.2 million to \$2.2 million in annual labor expenses.³
- **Seamless Migration & Growth:** Within one month, the fintech onboarded over 4,500 accounts and migrated more than 1,500 active users. The platform supported seven-figure monthly trading volumes during peak periods.
- **Monetize Trading Volume & Increase Revenue:** As an institutional prime brokerage, sFOX offers trading rates of 0.75% to 2.5%, which are more favorable than typical retail rates. The fintech can use these rates to generate additional trading revenue. For example, an institution with \$11.9 million in trading volume could earn up to \$297,500 in revenue at a 2.5% spread.



Ready to Bring Digital Asset Infrastructure to Your Institution?

The transformation was complete: credit unions that had been losing deposits to crypto-native platforms can now offer their members superior trading experiences. By prioritizing infrastructure, speed, and partnership, this fintech not only addressed a critical challenge but also redefined what is possible for community banking in the digital asset era.

Contact the sFOX team to schedule a conversation and see how your institution can launch digital asset trading in days, not quarters.

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1. Cornerstone Advisors, *Stemming the Deposit Outflow: The \$2 Trillion Investing Opportunity for Banks and Credit Unions*, 2025
 2. **Time-to-Market Comparison:** Internal build timelines are estimated at 9–15 months based on typical institutional infrastructure development cycles. Observed Connect Implementations range from approximately 15 days to two months, depending on integration complexity. Timelines may vary.
 3. **Cost Savings Estimates:** Estimated capital savings are based on industry-standard assumptions for building institutional-grade digital asset infrastructure internally. Internal build models typically require multi-role engineering teams, compliance oversight, and vendor integrations, often resulting in a first-year investment ranging from \$1.5M–\$4M+. The referenced 80%–90% savings estimate compares a full internal build with leveraging consolidated infrastructure through sFOX Connect. Actual savings may vary.