How to position quantum computing for financial services

Calling all quantum-powered disruptors. It's time to set out your stall.

Quantum computing, like so many technologies before it, is going to make some serious waves in the financial services industry. Now is the moment to nail your positioning.

Rely on buzz and bold claims, and your voice will get lost in the hype cycle. But talk about quantum computing with clarity, credibility and character?

If you can do that, the opportunities are many. And the opportunities are huge.

$622b

By 2035, quantum-computing use cases in the finance industry could create $622 billion in value. McKinsey Digital

The top five quantum innovators in your industry

The Quantum Insider

01 JP Morgan

02 HSBC

03 Goldman Sachs

04 Citi

05 Wells Fargo

Where will you make your mark?

Optimisation.
Optimise portfolios, policies, and trading algorithms in real time, using quantum computing's vast data processing power.

Risk reduction.
Pioneer quantum-enhanced simulations that supercharge risk modelling and stress testing, or allow underwriters to better predict the likelihood of natural disasters.

Fraud detection.
Eliminate fraud losses and false positives with quantum-powered machine learning models – ones that scrutinise transactions in new depth, at astonishing speeds.

Customer insight.
Surface deep patterns in customer behaviour, supporting everything from tailored insurance premiums to personalised customer experiences.

Data protection.
Lead the charge to develop effective quantum cryptography, and protect customer data from quantum computers themselves.

Could you use a quantum recap?

If you're only just learning about quantum computing, and why it's worth your attention, don't worry. We've written an in-depth guide.

The following advice is for...

- Quantum computing companies targeting the financial services industry
- Fintechs and financial services companies delivering quantum-enabled solutions

Not you? That's OK. Discover how we help brands like yours.

How to position your quantum offering

Whatever quantum opportunity is in your sights, you'll need to cut through a sea of quantum-washing and hyperbole to convince your audience you're the real deal.

And that means finding your quantum computing story. To define the elements of your positioning, answer these six questions.

Why must your story be told now?

What market category do you want to be in?

What defines your ideal customer?

What do you help them achieve?

What are your competitive alternatives?

What makes you better than the alternatives?

Your answers to the six questions give you the elements of your positioning (the 'back end' of your brand, if you like), which you can then combine to craft your brand story, messaging, and creative (the front end).

For more tips on how to do this, read the full guide.

How come you're so expert, Beneath?

Beneath is a B2B marketing agency that translates fintech offerings into powerful brands and propositions. We also create exceptional content campaigns – the kind that cut through, resonate with target audiences, and fill sales pipelines fast.

If you want to know more, here's how to get in touch.

"I would recommend Beneath to any business-to-business technology company. Their understanding of technologies and propositions, their B2B marketing knowledge, and their friendly, collaborative approach makes them a fantastic partner."

Tracey Milham
Global Marketing Director
Payreq

Email
contact@beneathagency.com

Phone
+44 (0)20 3633 4804

Linkedin Instagram

B2B branding and marketing with depth

© 2020–25