



## WHAT IS THE IDC FINTECH RANKINGS PROGRAM AND HOW ARE THE RANKINGS DECIDED?

The IDC FinTech Rankings categorize and evaluate technology providers strictly based on 2023 calendar year revenues from financial institutions (banking, insurance, and/or capital markets) or directly to fintech solution providers for hardware, software, and/or services.

**IDC FinTech Top 100:** Solution providers that derive more than one-third of their revenue from the financial services and FinTech industries AND across no more than two additional key non FSI industry verticals.

**IDC FinTech Enterprise Top 50:** Solution providers supporting four or more key industries yet have sufficient revenues from the financial services and FinTech industries to be ranked.

***IDC will rank in order only the top 25 IDC FinTech Top 100 companies and the top 10 IDC FinTech Enterprise Top 50. All other companies will be categorized into the following:***

**IDC FinTech Top 25** – Each company will be ranked and listed in order and part of the IDC FinTech Top 25

**IDC FinTech Top 50** – All companies ranked 26-50 will be listed alphabetically and part of the IDC FinTech Top 50

**IDC FinTech Top 100** – All companies ranked 51-100 will be listed alphabetically and part of the IDC FinTech Top 100

**IDC FinTech Enterprise Top 10** – Each enterprise company will be ranked and listed in order and part of the IDC FinTech Enterprise Top 10

**IDC FinTech Enterprise Top 25** – All enterprise companies ranked 11-25 will be listed alphabetically as part of the IDC FinTech Enterprise Top 25

**IDC FinTech Enterprise Top 50** – All enterprise companies ranked 26-50 will be listed alphabetically as part of the IDC FinTech Enterprise Top 50

### **Special Recognition Program:**

Every year, IDC FinTech Rankings program will identify two categories for special recognition:

#### **IDC Emerging FinTech:**

Companies that were not ranked in the previous IDC FinTech Rankings program will be recognized in the Emerging FinTech category.

#### **IDC Fast Track FinTech:**

Companies ranked in the previous IDC FinTech Rankings program and have noticeably grown year over year on our rankings will be recognized in the Fast Track FinTech category.

Revenue from sales of network, telecommunications, electronic exchanges, and data services is EXCLUDED from the IDC FinTech Rankings. Firms such as market data providers or credit bureaus that derive revenues from excluded categories, but also have revenue tied to software, hardware, or services, are considered in these rankings. For these data providers, the revenue attributed to data is used to qualify the provider to the appropriate IDC FinTech category, yet only the qualifying portion of revenue is included in the process.



For ranking and categorization purposes, CY 2023 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to the financial services industry (banking, insurance, and/or capital markets) and FinTech providers supporting those industries. We will verify data using the survey along with external and internal resources. IDC has final decision regarding placement of companies on the appropriate list.

## **HOW DO WE ENTER OUR COMPANY'S FINANCIAL INFORMATION FOR CONSIDERATION?**

Please [click here](#) to complete the online survey and enter in your information.

## **HOW CAN WE OBTAIN A COPY OF THE SURVEY QUESTIONS AHEAD OF TIME?**

Please [click here](#) to obtain a rough PDF of the questions in the data collection survey. Please note that this may not exactly correspond with the questions you see.

## **WHAT IS THE DEADLINE FOR SUBMITTING OUR ENTRY?**

**DEADLINE:** All submissions must be completed by June 15th, 2024.

## **WHEN WILL THE RESULTS BE PUBLISHED AND WILL WE BE NOTIFIED OF OUR RANKING PRIOR TO PUBLICATION?**

### ***NEW FOR 2024:***

Clients of IDC Financial Insights subscription services will be able to download a report with the rankings and winners prior to being publicly released. We will publicly announce the results of the IDC FinTech Rankings and the winners of IDC FinTech Real Results on Monday, September 9th, 2024 on our website along with a press release and social media promotion. In addition, once the rankings have been released publicly, an email will be sent with additional information regarding next steps and options for promotion to ranked and categorized companies. Companies not making one of the lists will not be notified nor do we require any acknowledgement from ranked companies of their acceptance of placement.

## **IS THE INFORMATION WE ENTER EVER SHARED OR PUBLISHED?**

No. We will never share or publish any revenue information as part of the IDC FinTech Rankings program. The information provided to us along with our own research methodology will determine where your company ranks based on CY 2023 revenue of technology solutions



(hardware, software, and/or services) to support the financial service industry (banking, insurance, and/or capital markets) and the fintech industry. The only information we will publish is the ranked or categorization of the company based on that specific revenue.

## **WE ARE A PRIVATE COMPANY, AND WANT TO PARTICIPATE BUT ARE UNABLE TO PROVIDE ANY REVENUE INFORMATION, CAN WE STILL PARTICIPATE?**

This program is designed to rank fintech companies exclusively by CY 2023 revenue. For public companies, we will verify and use public information as well as our own research methodology. For private companies, we must have the information provided in the survey to consider you for the list. We are not interested in profitability, just revenue.

## **DOES REVENUE MADE FROM SELLING OUR SOLUTION TO FINTECH PROVIDERS COUNT TOWARD THE RANKING?**

Yes. Vendors will be able to add percentages of revenue sold within the three industries for their solution that are assisting FinTechs. As an example, if 75% of your total revenue is derived from selling your solution directly to banks, and 25% sold to FinTech's supporting banking initiatives, you can report the full 100% of your revenue showing the split between direct to banks and direct to FinTech providers.

## **DOES REVENUE MADE FROM A DIRECT-TO-CONSUMER APPROACH COUNT TOWARDS THE RANKING?**

No. Revenue made from transaction or subscription fees coming from a direct-to-consumer approach is not considered for this program. For ranking purposes, CY 2023 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to support the financial services industry (banking, insurance, fintechs and/or capital markets).

## **DOES REVENUE MADE FROM FINANCIAL SOLUTIONS SOLD TO OTHER INDUSTRIES (LIKE POINT OF SALE IN A RETAIL STORE) COUNT TOWARDS THE RANKING?**

No. Revenue made from selling financial solutions to non-financial industries are not considered for this ranking. For ranking purposes, CY 2023 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to support the financial services industry (banking, insurance, fintechs and/or capital markets).

## **SHOULD WE REPORT FISCAL YEAR OR CALENDAR YEAR REVENUES?**

The IDC FinTech Rankings is based on revenues for the calendar year, starting January 1st, 2023 and ending on December 31st, 2023. Please enter information to align with the calendar year, not necessarily your company's fiscal year.



## **WILL THERE BE OPTIONS FOR RANKED AND CATEGORIZED COMPANIES TO PROMOTE THROUGH PRESS RELEASES, A QUOTE FROM AN ANALYST, AND DIGITAL ASSETS LIKE LOGOS AND REPORTS?**

All ranked and categorized companies will receive a communication guideline kit that will explain what is allowed and options for promotion.

## **WE HAVE SUBMITTED A FORM BUT NEED TO MAKE A MODIFICATION.**

Simply complete the online survey an additional time. After we close the survey, we will be taking the latest entry if there are multiples from the same company.

## **CAN WE COMPLETE THE SURVEY IN OUR LOCAL CURRENCY, OR DO WE NEED TO USE USD?**

All entries must be submitted in USD using the exchange rate on 12/31/2023. It should be for CY 2023 revenues.

## **CAN WE CHOOSE WHICH LIST OUR COMPANY IS RANKED (IDC FINTECH RANKINGS TOP 100 OR TOP 50 ENTERPRISE)?**

No. We will research and verify the appropriate percentage of allowed revenue sold to the financial services industry for each company along with number of non-FSI key industries. We will verify data using the survey along with external and internal resources. IDC has final decision regarding placement of companies on the appropriate list.

## **WE ONLY OPERATE IN ONE GEOGRAPHIC REGION. WILL THAT IMPACT OUR RANKING SINCE THIS IS A WORLDWIDE LIST?**

Revenue coming from just one country or region does not negatively impact this ranking as it is strictly based on total CY 2023 revenue of financial services revenue from selling technology solutions (hardware, software and/or services).

## **ARE THERE ANY FEES TO PARTICIPATE IN THIS PROGRAM?**

No, we do not charge any fees to participate, however there are options that will be provided for your company to promote your ranking and/or category.

## **WILL WE FIND OUT BEFORE THE FINAL LIST IS PUBLISHED IF WE MADE THE LIST AND WHERE WE WERE RANKED?**

A few weeks prior to publication, clients of IDC Financial Insights subscription services will be able to download a report of the ranked and categorized companies and provided options for



promotion. All others will be notified on September 9th, 2024 that they have made one of the lists when we release the information publicly. Additionally at that same time more information will also be provided regarding opportunities for promotion.

## **HOW MANY COMPANIES ARE CONSIDERED FOR THE RANKING?**

This varies year to year and the threshold for being ranked changes based on mergers, new entrants and number of companies that complete the survey. We suggest completing the survey to ensure that your company is considered for current and future IDC FinTech Rankings programs.

## **WE HAVE COMPLETED THE ONLINE SURVEY, WHAT SHOULD WE EXPECT NEXT?**

After you have completed the survey, please be sure to provide any documents to verify revenue to the email ([fintechrankings@idc.com](mailto:fintechrankings@idc.com)). If you get to the Thank You page on the survey, it is in our database, you will not get an email verification. Companies that make the list will be notified regarding next steps after publication.

## **WILL IDC SIGN OUR NDA TO ALLOW US TO PARTICIPATE IN THE IDC FINTECH RANKINGS?**

No. While many ranked companies may have NDA's already in place with IDC, the information needed for the IDC FinTech Rankings program will be obtained through public resources as well as our internal processes. Since we do not publish any revenue information, nor are we looking at profitability, there should not be a need for an NDA to participate.

## **WE STILL HAVE QUESTIONS, WHERE SHOULD I GO NEXT?**

If you still have a question, please [<click here>](#) and we will gladly provide you more information.