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## FREQUENTLY ASKED QUESTIONS:

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## 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 2021 calendar year revenues from financial institutions (banking, insurance, and/or capital markets) or directly to fintech solution providers for hardware, software, and/or services.

Two categories of companies are ranked:

**FinTech Rankings: Top 100** - vendors that approximately derive more than one-third of their revenue from the financial services and FinTech industries.

**FinTech Rankings: Enterprise 25** - enterprise companies serving multiple industries that derive approximately one-third or less of their revenues from the financial services and FinTech industries.

***NEW FOR 2022:*** Revenue derived from selling hardware, software and/or services to FinTech providers can be included. Technology providers will have the opportunity to provide IDC with a breakdown under each industry as to the approximate percentage of income in each industry that is from either direct sales to the financial service industry or direct sales to FinTech companies to support financial service initiatives.

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 ranking.

For ranking purposes, CY 2021 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 complete our online survey located [here](#) and simply follow the directions. For a copy of the questions in PDF format, please [click here](#).

## 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 survey. Please note that this may not exactly correspond with the questions you see.

## What is the deadline for submitting our entry?

All submissions must be completed by June 23<sup>rd</sup>, 2022.

## When will the results be published and will we be notified of our ranking prior to publication?

We will announce the results of the IDC FinTech Rankings and the winners of IDC FinTech Real Results on Monday, September 12<sup>th</sup>, 2022 on our website along with a press release. In mid-August, an email will be

sent with additional information regarding next steps and options for promotion to ranked 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. Customers who want to know their ranking prior to publication must sign a provided NDA and agree to keep information embargoed until we publish. We will not disclose any information on where other companies will be ranked, just your companies ranking.

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 2021 revenue of technology solutions (hardware, software, and/or services) to support the financial service industry (banking, insurance, and/or capital markets). The only information we will publish is the ranked order of 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 2021 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.

NEW FOR 2022: Does revenue made from selling our solution to FinTech providers count toward the ranking?

Yes. Starting immediately, vendors will be able to add percentages of revenue sold within the three industries for their solution that are assisting FinTech's. 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 ranking. For ranking purposes, CY 2021 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to support the financial services industry (banking, insurance, 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 2021 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to support the financial services industry (banking, insurance, 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 1<sup>st</sup>, 2021 and ending on December 31<sup>st</sup>, 2021. Please enter information to align with the calendar year, not necessarily your company's fiscal year.**

Will there be options for ranked companies to promote through press releases, a quote from an analyst, and digital assets like logos and reports?

**All ranked companies will receive a communication guideline kit that will explain what is allowed and options for promotion of being a ranked company.**

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 12/31/2021. It should be for CY 2021 revenues.**

Can we choose which list our company is ranked (IDC FinTech Rankings Top 100 or Top 25 Enterprise)?

**No. We will research and verify appropriate percentage of allowed revenue sold to the financial services industry for each company. 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 2021 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.**

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, ranked companies who have provided us their contact information will be notified that they have made one of the lists. At that time, additional information will also be provided. For companies that want to know their specific ranking to coordinate marketing campaigns, we will provide and require the completion of an NDA. We anticipate that this notification will be made in the month of August 2022.**

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 in August regarding next steps.**

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.**