

Virgin Money hailing 9Spokes' 'vital' role in new banking dashboard.

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The Kiwi Fintech teamed up with the UK banking giant in early 2021, tasked to develop a 'financial dashboard' for Virgin's SME business customers, which was unleashed to the market this week after months of vigorous testing.

The application is set to enhance Virgin's M-account, targeted at SMEs across the UK, allowing users to have access to 9Spokes' industry leading visualisation of data-driven insights with full integration into Business Internet Banking (BIB). The addition enables customers to compare relevant trends from 20+ applications for faster decision making and constantly be across business performance with up-to-date data.

After a successful pilot phase, Kash Ahmad, Head of Business Banking at Virgin Money said, "The support and expertise of our partners, including 9Spokes, were vital to making M-Track possible and we look forward to continuing working with them to enhance the services we offer for our customers."

"Business owners struggle for time to get everything done and they need partners who can help them navigate the changing world around them. Our new M-Track service provides an online dashboard with personalised insights, drawing together data from their current account, accountancy software, e-commerce platform, social media and other business tools, so they can track their business' health. M-Track makes things easier for small businesses to manage their money and business performance, saving them time and giving them control".

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- Kash Ahmed, Head of Business Banking at Virgin Money

The release signals another significant achievement for the Kiwi fintech, which adds the bank to a growing list of global Financial Institutions within the 9Spokes family, including the likes of: Bank of America and Visa.

9Spokes CEO Adrian Grant said, "This is another exciting partnership for us at 9Spokes and Virgin were outstanding to work with every step of the way. It also highlights the positive direction the company is heading, with many other inspiring innovations being worked on behind the scenes to help SME businesses customers around the world".

A futurology report commissioned by Virgin Money in anticipation of the M-Track release found overwhelming support for technology in business, with more than three quarters (77%) of SMEs keen to use tech that will help grow their business. While 85% plan to use new technology in the next five years.

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About 9Spokes

9Spokes is an open data platform. We provide a robust infrastructure on which to build brilliant business experiences – transforming permissioned data into information, and information into knowledge. We empower businesses to better manage their performance and enable developers to harness data, information, and knowledge sets to build great Apps to support businesses – small, local, and large. 9Spokes brings businesses, financial institutions, developers, and data together to share the benefits of open data.

Find out more about the 9Spokes Virgin Money Partnership [here](#).

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