

INITIATIVE	Vantage®
AWARD	Celent Model Bank 2025 for Step Change in Corporate Digital Banking
EXECUTIVE SUMMARY	Wells Fargo Vantage®, the bank's next-generation digital banking platform, stands out for delivering a dynamic, persona-driven experience tailored to business clients' unique needs, including industry, size, operational context, and lifecycle. As a result, Vantage can support companies that range from startups to multinationals with complex workflows—all in one platform. The project was highly complex and involved integrating 65 fragmented systems with a modular, scalable framework using advanced technologies like micro-frontends, APIs, AI/machine learning, and GraphQL.
KEY BENEFITS	<ul style="list-style-type: none"> • Improved user experience • Reduced turnaround times • Accelerated feature delivery • Better products and functionality • Increased productivity • Reduced support needs
TIMELINES	<ul style="list-style-type: none"> • 2022 Q1: Project started • Nov. 2022: Rollout to select clients • Sep. 2023: Rollout to all clients • Every month: Incremental enhancements
READ MORE	<p>Wells Fargo succeeded across all the critical dimensions of digital banking transformation: acting on the voice of the customer and selecting and implementing the most effective advanced technologies. Moreover, it achieved exceptional time to value. The achievement is a truly competitively differentiated platform that delivers a dynamic, personalized experience.</p> <p>Visit Celent.com to learn more about this initiative.</p>