

Delivering Financial Solutions to the Latinx Community

SUMA Partners with Hello Iconic and MX

SUMA Wealth was launched in 2020 with the mission to bring financial inclusion to the Latinx community by making money matters relatable, accessible, and simple to understand. SUMA is a revolutionary financial wellness company with the mission to engage, educate, and empower the Latinx community via a holistic approach of digital media, experiences, and fintech.

The Challenge

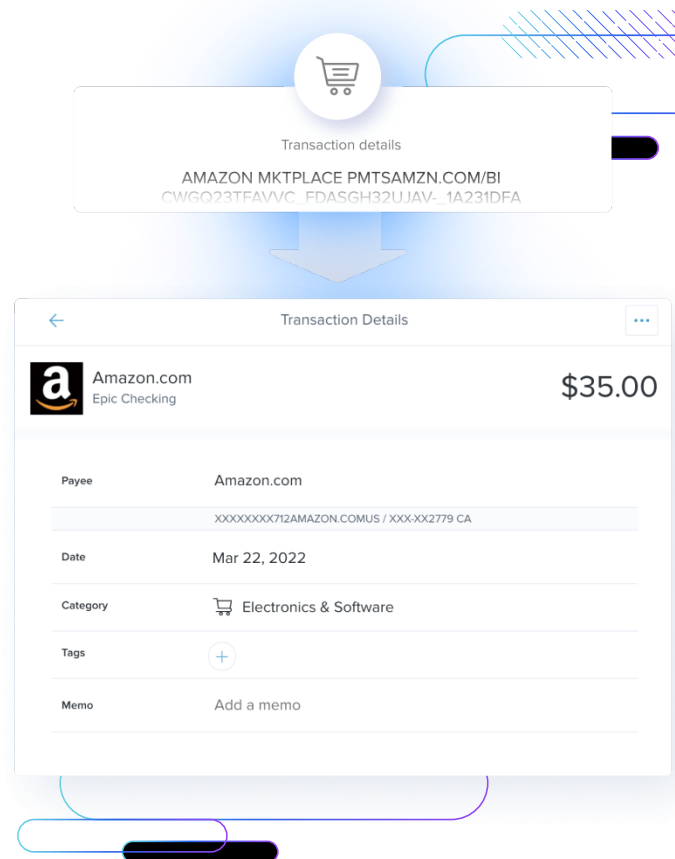
SUMA planned to attract 150,000 community members within a year, but it exceeded its goal in just three months — and as that community grew, so did its needs. Its online community quickly swelled to more than 500,000, and it was forced to accelerate the product rollout timeline.

Despite the expedited development schedule, SUMA was determined to maintain product functionality. The white-label solution SUMA used to launch the community wasn't robust enough to keep pace with SUMA's rapidly growing follower base, so it set out to find the right partners who could support its mission and objectives, which included:

- A customized platform made for Latinx users
- A technically viable product to help SUMA raise additional capital
- Easy access to robust customer and user data
- Intuitive, accessible UI to allow customers to manage their wealth, not just answer financial questions

The Solution

After a thorough search, SUMA chose to move forward with Hello Iconic, a design and development firm that specializes in innovative and user-friendly digital products, and MX, the leader in modern connectivity and financial data enhancement.



Hello Iconic built a proof of concept from the feature list in just six weeks and delivered a viable product within five months. The extensive project included new partner integrations and implementations, a brand and design refresh for enhanced UX, ongoing project management, quality assurance, and evolved visual design features. The Hello Iconic team also had to ensure that the platform would be compliant with applicable data and privacy standards — no small feat given the number and variety of compliance metrics in use.

Another key objective was to move users from simply consuming financial information to accessing and managing their personal banking and financial information on the SUMA platform. SUMA was seeking a trustworthy partner that could use its technical and financial services acumen to provide users with highly personalized financial tools.

MX delivered exactly what SUMA had been looking for, providing aggregation and data enhancement solutions that made it safe and easy for SUMA's users to access their financial data. Several factors — including high connection success rate, connection speed and reliability, and quality of data — convinced SUMA to partner with MX.

Not only does MX help SUMA's users connect their financial accounts — with a 100% initial connection rate on tokenized connections — but the data is presented in a way that allows them to quickly understand their spending. MX uses 119 different transaction categories and achieves categorization accuracy rates of up to 95%, ultimately making it much easier for users to take control of and manage their financial lives.



Building the Foundation of a Long-Term Partnership

Hello Iconic's success on this project opened the door to additional future work that's expected to include new features such as partner referral and subscription infrastructure, a mobile app, and a customized financial insights feed. "One of the things I love most about working with Hello Iconic is that they're strategic thinkers who get work done quickly in a very thoughtful way," Hernandez said. "They genuinely take the time to understand the results we want to achieve. They look holistically at every project, pulling in technology partners like MX, and can move just as quickly and nimbly as we do. I'm looking forward to continuing our partnership and seeing what new offerings we can bring to our user community."

In the age of digital transformation, commercial partnerships like this — which are intended to improve the existing offering, grow customers, and ultimately drive revenue for both parties — are key for businesses.

MX and Hello Iconic are a natural fit as partners, offering complimentary services to the fintech community. This closer, more collaborative relationship allows both companies to deliver an improved customer experience, build trust, and unlock new innovations. It also enables fintechs like SUMA to easily leverage a modern connectivity and experience platform with the technical expertise and know-how of a proven delivery team.

In Hello Iconic and MX, SUMA found partners who could design and develop a platform quickly and also provide the type of clean, usable data that would enable them to deliver on its promise to strengthen the financial lives of its community of users. Thanks to the capabilities of Hello Iconic and MX, SUMA was able to develop and launch its product significantly faster than it would have with other vendors.

We talked to many other vendors, and those conversations were very transactional. **With MX, it was personal, and their attention to detail was unmatched. They want to build something alongside us that matters. It's a true partnership.**

Beatríz Acevedo

Co-Founder and CEO of SUMA

Key Benefits

50%

faster to market

100%

connection rate on tokenized financial account connections

95%

transaction categorization accuracy rate

<5

months design to production



About MX Account Aggregation

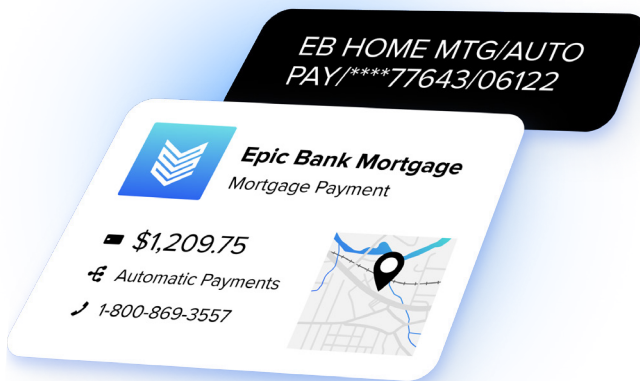
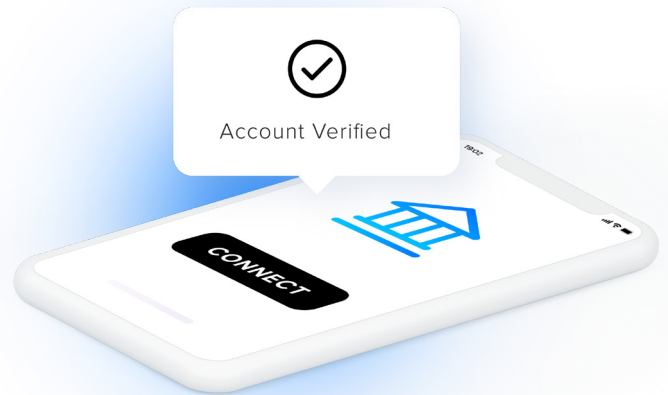
MX's account aggregation solutions enable consumers to easily connect and view all of their financial accounts in one place — and give financial providers full visibility into consumer financial data to better meet their needs.

[Learn More >](#)

About MX Instant Account Verification

MX provides fast, reliable verification technologies to help organizations better manage risk, protect against cyberattacks, and maintain compliance. MX reduces your reliance on manual verification processes with instant account verifications (IAV) and account owner identification.

[Learn More >](#)



About MX Data Enhancement

MX offers a comprehensive suite of data enhancement services to deliver enhanced, verified financial data to improve money experiences, drive new growth opportunities, enhance decision making, and make better use of time and resources.

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Ready to Get Started?

Learn how MX solutions can improve your digital offering.

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