

Financial communications agency, Paragon, helps Baton Systems **grow its reputation and win multiple awards.**

SITUATION

Baton Systems is a FinTech company that solves major challenges in the banking industry. Their software allows banks to accelerate the movement of assets at the institutional level, reducing the transfer time from two or three days to just a couple of hours. This saves banks time and lowers costs in a way that has resulted in Baton being called the PayPal for large institutions.

Like many startups, Baton had been successful at launching very specific solutions/use cases to two Tier 1 banks, but was facing challenges to expand and scale. Transforming a one-time solution into a scalable product required a different mentality.

“When I came on board, the company needed to scale up and grow aggressively,” said Andrés Choussy, President and COO. “One of the first things that became very obvious to me was that we needed to better articulate a vision, and clearly define our mission so that we could then focus on packaging and marketing a clearly defined product.”

SOLUTION

Baton needed to reposition the firm and its product so that it could attract customers. Andrés reached out to Paragon to help with these changes.

After engaging with Baton, Paragon held a series of whiteboard sessions to determine Baton’s true value proposition. Paragon also identified what benefits Baton users achieved and how Baton differed from its competitors.

“Essentially, what Paragon helped me do was think through the entire strategic landscape and what the product was actually doing,” said Andrés. “That basically helped me reposition the firm.”

Paragon developed a new mission statement, value proposition, and marketing deck for Baton. It also delivered speaking opportunities and articulated industry narratives for pitching Baton’s viewpoints to media outlets and in industry publications.

“They worked with us to launch a new marketing campaign at multiple conferences and in individual client meetings,” Andrés said.



In addition to having deep connections with industry leaders, Paragon is very hands-on and gave us very personalized treatment. They are very good at rolling up their sleeves and getting down to work.

ANDRÉS CHOUSSY

President and COO | Baton Systems

RESULTS



“With Paragon’s help, we went from a startup with bespoke solutions to a startup that was working with a clearly defined product that was packaged and priced in a way that made it easy to sell and scale the business,” said Andrés.



Paragon has boosted Baton’s engagement and adoption in its target audience.



The newly revamped Baton Systems even won industry awards, including one of the most prestigious and competitive awards in the financial industry: the Risk Award for FinTech Startup of the Year. Baton’s other accolades include the Sell-Side Technology Award for Best-Distributed Ledger Technology Project and the Central Banking FinTech RegTech Global Award for Best Payment and Settlement Technology Provider.

“Essentially, what Paragon helped me do was think about how to best present to our clients what the product was actually doing. This helped us generate short term sales and helped lay the foundation for sustainable longer-term growth.”

