

# Solution Brief

## Financial Services Industry

Platform  
**DIGITAL™**

The digital economy is remaking how global enterprises create and deliver customer value. For all industries, this forces IT to re-architect towards a decentralized infrastructure, enabling global distributed workflows at centers of data exchange to remove data gravity and scale digital business.

**Financial services firms gain competitive advantages by embracing digital transformation...**

**...that reduces costs while enabling them to build deeper customer engagement by unlocking new areas for growth, entering new markets, and creating new revenue streams ...**

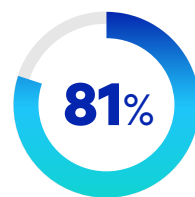
**...and leveraging an agile and compliant IT infrastructure that integrates physical and virtual environments within proximity of centers of data exchange, minimizes over-provisioning, and standardizes deployment and operations.**

### INSIGHTS

#### 30% TO 40% REDUCTION

Banks must aim for a **30% to 40%** reduction in operating and distribution costs over next 3 to 5 years while funding infrastructure and venture investments.

Source: Accenture, 2019



#### 81% OF BANKING CEOs

are concerned about the speed of technological change more than any other industry.

Source: PwC, 2019

#### Less than 30% of financial services organizations are digital innovators or transformers.

Source: Gartner, 2019

#### Financial services disrupters are gaining fast inroads by offering new digital services that transform customer experiences—capturing 7% of the total equity of U.S. banks.

Source: McKinsey, 2019

Cost of cybercrime in financial services is **40% higher** than the average cost across all other industries.

Source: Accenture and Ponemon Institute, 2019

**93%** of financial services strongly agree or agree that **customer engagement and experience** is the core objective of their digital strategy.

Source: Deloitte, 2019

### CHALLENGES

- Legacy IT infrastructure is cost prohibitive to operate and lacks the ability, scale, and speed financial firms need to create the sales and service experiences their customers demand.
- High network latency results in poor employee and customer experiences.
- Siloed workflows inhibit data exchange and create data gravity barriers that slow digital innovation, create poor customer/employee experiences, increase costs associated with over-provisioning, and hamper decision-making.
- Lack of centralized cybersecurity standards and controls exposes transactions and data to malicious exploits driven by increasingly more sophisticated cyberattacks, as well as an expanded attack surface comprised of additional digital channels and access points.

### SUMMARY

Digital transformation in financial services requires a decentralized infrastructure that intelligently and securely delivers scale and high performance, breaks down data silos to accelerate business innovation, and provides network interconnectivity to digital ecosystems for enhanced customer and employee engagement.



# HOW PlatformDIGITAL™ SCALES DIGITAL BUSINESS

PlatformDIGITAL™ provides a global data center platform to host critical infrastructure and interconnect digital ecosystems, providing a trusted foundation to scale your digital business.

## SUMMARY

In order to execute digital transformation initiatives and deliver unrivaled customer experiences, financial services firms must transform legacy technologies to a strategic decentralized IT infrastructure that provides the agility, scale, and integration required to outpace competitors. PlatformDIGITAL™ is a fit for purpose solution that enables IT infrastructure deployments to match business needs, irrespective of data center size, scale, location, configuration or ecosystem interconnections.

## PERVASIVE DATACENTER ARCHITECTURE (PDX)

The foundation to scale digital business in financial services.

### PLAN ZONES

Plan distributed workflows at business points of presence requiring centers of data exchange

### DEPLOY FOOTPRINTS

Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows



### IDENTIFY PARTICIPANTS

Identify the users, applications, data and things that will participate in distributed workflows

### MAP WORKLOADS

Map workload types with Performance Attributes required to support participants in distributed workflows

A Pervasive Datacenter Architecture results in a decentralized IT architecture, enabling distributed workflows at centers of data exchange implemented on PlatformDIGITAL™

### 1- NETWORK HUB to

Rewire the Network

### 2- CONTROL HUB to

Implement Hybrid IT Controls

### 3- DATA HUB to

Optimize Data Exchange

### 4- SX FABRIC to

Interconnect Global Workflows

