PERVASIVE DATACENTER ARCHITECTURE (PDx™)
SOLUTION BRIEF

OPTIMIZING FINANCIAL SERVICES
DATA EXCHANGE

Data-driven digital transformation
Over our 15+ year history, we have assembled the largest global platform of multi-tenant datacenter capacity, while operating the second largest carrier neutral interconnection platform in the world.

We are privileged to serve more than 4000 customers across 23 industries, representing some of the largest and most innovative companies globally.

These customers continue to solve the most complex infrastructure, connectivity and workflow use cases across technologies like network peering, hyperscale, low-latency, HPC/Big Data and artificial intelligence. We witnessed a growing trend among the multi-national customers, each deploying and connecting large private data infrastructure footprints across multiple global sites. This drove us to understand more.

We conducted research, built a global database and cracked the code on how to measure, quantify and forecast the growing intensity of the enterprise data creation lifecycle and its gravitational impact on IT infrastructure. We published our findings as the Data Gravity Index™, an annual report to facilitate industry dialogue and assist both our Enterprise and Service Provider customers as they shift their infrastructure strategies to address challenges presented by data gravity.

Today, we are taking the next step, by publishing our “Pervasive Datacenter Architecture (PDx™) Solution Brief – Optimizing Financial Services Data Exchange” – a solution strategy for Financial Services companies to address both industry specific business challenges and overcome data gravity barriers. This includes strategy & solution models for banking, securities & trading, wealth management and insurance lines of business.

The solution brief provides financial services business and technology leaders a codified strategy and solution approach to implement data driven digital transformation, obtain competitive advantage and unlock new growth opportunities.
INDUSTRY CHALLENGES

• Margin pressures continue
• Implementing Data Monetization
• Competing with Fin-Tech firms

• Changing customer preferences
• Advanced persistent threats
• Growing fraud losses

• Regulatory deluge continues
• Shift to data centric regulations
• Unrelenting cyber threats

• Achieving scale by consolidation
• Diversification in adjacent LOBs
• Acquisition of Fin-Tech disruptors

LINE OF BUSINESS

PRIMARY PURPOSE

DATA-DRIVEN BUSINESS STRATEGIES

DATA INFRASTRUCTURE BARRIERS

HOW OPTIMIZING DATA EXCHANGE STRATEGY HELPS

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Fig. 1 – PDx™ Strategy Model for Optimizing Financial Services Data Exchange

Pervasive Datacenter Architecture (PDx™) Solution Brief | 3
The digital economy is remaking financial services organizations, transforming how they create and deliver value.

To succeed, financial services firms require a business platform that operates ubiquitously, and on-demand, augmented by real-time intelligence to best serve customers, partners and employees via digitally-enabled interactions across all channels, business functions and points of business presence.

To enable this business platform requires a data-centric infrastructure architecture designed to:

- Defy data gravity;
- Secure data near the customer;
- Enforce data compliance; and is
- Engineered for artificial intelligence (AI)

When implemented on PlatformDIGITAL®, financial services companies can realize their target state architecture, optimize data exchange and achieve unique value including:

- **REDUCE RISK** – with secure data exchange
- **LOWER COSTS** – reduction of bandwidth and duplicated infrastructure
- **GROW REVENUE** – through unbounded data analytic performance
Developed by expert Solutions Architects, the **Optimizing Financial Services Data Exchange Solution Toolkit** includes:

**DESIGN GUIDE**
Covers critical steps and important considerations to solve data infrastructure barriers

**BLUEPRINT**
Provides a data-driven architectural roadmap for successful IT deployments

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**ONLINE ACCESS:**
**OPTIMIZING FINANCIAL SERVICES DATA EXCHANGE SOLUTION TOOLKIT**
digitalrealty.com/fin-serv
Appendix
Global Data Gravity Intensity Forecast:
Banking & Financial Services

2024 Forecasted Data Gravity Intensity

Very High: > 10 gigabytes/second
High: 1 - 10 gigabytes/second
Moderate*: 1 megabyte - 1 gigabyte/second

*Moderate is limited to the top 10 of this category for readability

Fig. 3. Data Gravity Index™, Dec. 2020

Learn More
datagravityindex.com

146% CAGR THROUGH 2024

GLOBAL DATA GRAVITY INTENSITY
Banking and Financial Services

GLOBAL DATA GRAVITY INTENSITY
Banking and Financial Services

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Global Data Gravity Intensity Forecast: Insurance

2024 Forecasted Data Gravity Intensity

Very High: > 10 gigabytes/second
High: 1 - 10 gigabytes/second
Moderate*: 1 megabyte - 1 gigabyte/second

*Moderate is limited to the top 10 of this category for readability

Fig. 4. Data Gravity Index™, Dec. 2020

Learn More
datagravityindex.com

GLOBAL DATA GRAVITY INTENSITY

Insurance

143\% CAGR THROUGH 2024

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About Digital Realty

Digital Realty supports the world’s leading enterprises and service providers by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company’s global data center platform, provides customers a trusted foundation and proven Pervasive Datacenter Architecture (PDx™) solution methodology for scaling digital business and efficiently managing data gravity challenges. Digital Realty’s global data center footprint gives customers access to the connected communities that matter to them with 290+ facilities in 47 metros across 24 countries on 6 continents. To learn more about Digital Realty, please visit digitalrealty.com or follow us on LinkedIn and Twitter.

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