FINANCIAL SERVICES SUCCESS

Driving Business Results Through Fast, Reliable,
and Secure Web Experience

Akamai

Today, the biggest brands in banking, asset management, and insurance trust Akamai to transform the cloud from a chaotic place with unpredictable performance and hidden threats into a secure, reliable, and cost-effective environment to do business.

The following customer success stories illustrate the Akamai impact.

Akamai Cloud Security Solutions:

Protecting Customer Data and Mitigating Attacks for Uninterrupted Business

Akamai has successfully protected its FSI customers from large-scale attacks, keeping their web properties up and applications up and running while safeguarding customer data.
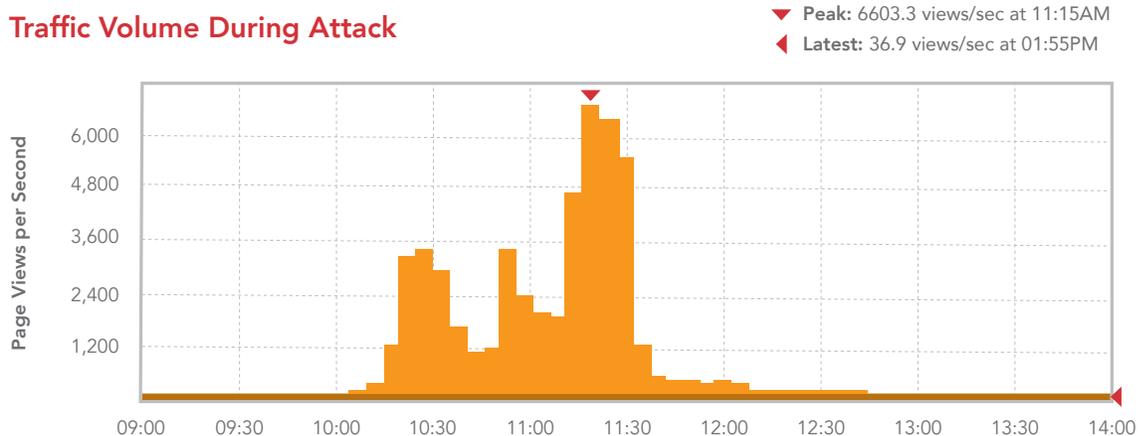
Leading Asian Bank

Challenge: A leading Asian bank was being targeted by denial-of-service (DoS) attacks from China and wanted to ensure uninterrupted service without impacting the customer experience.

Solution: The bank deployed Kona Site Defender, an Akamai Cloud Security solution. The Akamai Intelligent Platform absorbed more than 70x the normal traffic on the site. As a result, the bank saved approximately 25,000 customer interactions.

Traffic Volume During Attack

▼ **Peak:** 6603.3 views/sec at 11:15AM
◀ **Latest:** 36.9 views/sec at 01:55PM

European Digital Bank

Challenge: Extortionists targeted an online-only bank in several large distributed denial-of-service (DDoS) attacks. The bank sought to augment its in-house expertise and satisfy industry regulators.

Solution: The bank chose to deploy Prolexic Routed, an Akamai Cloud Security solution, in an always on configuration. One day after going live with the service, the bank stopped an 85 Gbps attack within 30 seconds. Moreover, it satisfied authorities with acceptable security measures and gained access to expert insights and guidance about cybersecurity via Akamai.

> The Akamai solution minimizes the risk that we'll be unable to service our customers due to criminal attacks. This frees us from worrying about being the target of an attack and facing legal penalties, allowing us to focus on our business.
>
> – CTO, European Digital Bank

U.S. Online Credit Union

Challenge: One of the largest credit unions in the United States needed to ensure its mobile and online channels were always available, yet found it challenging to mitigate multiple attacks simultaneously.

Solution: By deploying Prolexic Routed service, an Akamai Cloud Security solution, the credit union gained protection from DDoS attacks.

> We wanted the brains behind DDoS mitigation, and that's what Akamai gives us.
> — Chief Security Officer

Major North American Insurance Carrier

Challenge: When a large North American insurance carrier was threatened by an extortionist group promising a DDoS attack capable of crushing the company's infrastructure, it needed a quick solution.

Solution: By implementing Akamai Cloud Security solutions Kona Site Defender and Prolexic Routed, the carrier avoided downtime and maintain its global presence without paying the extortionists.

Large U.S. Property & Casualty Insurance Carrier

Challenge: A large U.S. based insurance carrier needed to defend itself against web-based attacks. The carrier aimed to restore consumer trust in the market following highly publicized attacks while protecting itself from incurring revenue loss – the average cost of a one-day outage is estimated at over $1 million in lost revenue, productivity, recovery, and brand value. However, the company was spending a disproportionate amount of IT resources on web security without seeing desired results.

Solution: Once it had deployed Akamai Cloud Security solutions, the company reduced downtime by 10%, lowered the amount of time IT staff spent on web security by 5-10%, and reduced IT and line-of-business costs by 10%.

> Akamai allows us to quickly apply a level of protection to a large and increasing number of sites while also improving performance.
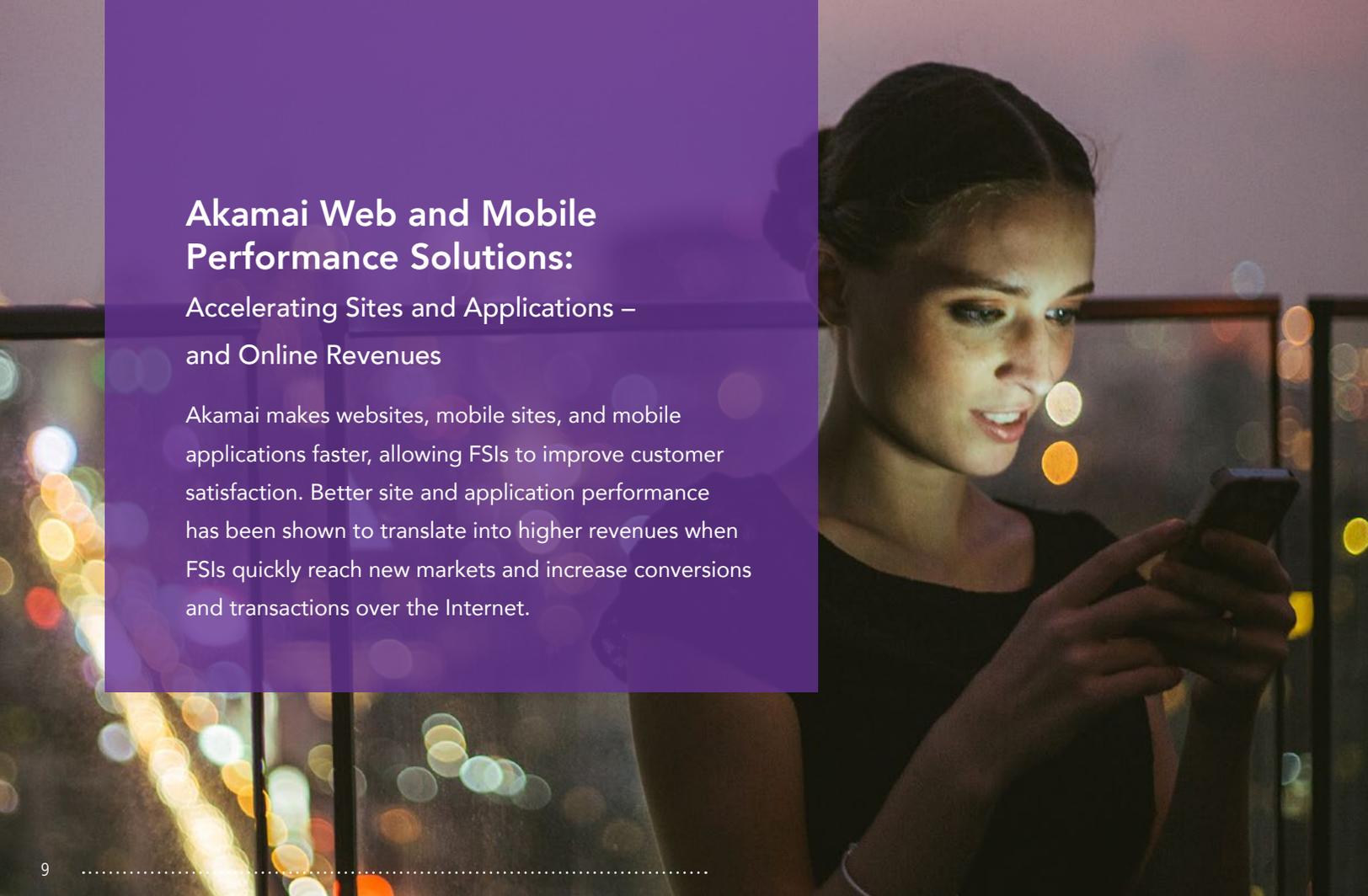
More than $1 trillion in financial transactions are executed annually on the Akamai Intelligent Platform™*

* as of 2015

Financial Services Institutions Trust Akamai

- More than 100 banks worldwide
- All of the top 10 U.S. banks[1]
- All of the top 10 asset managers[2]
- All of the top 10 P&C insurance carriers[3]
- 7 of the top 10 Life & Health carriers[4]
- 9 of the top 10 FinTech companies[5]
- Top firms in Cards & Payments, Financial Information Services, Brokerage, and Forex

[1] The Banker,   [2] Towers Watson,   [3] A.M. Best,   [4] WFE,   [5] American Banker

Akamai Web and Mobile Performance Solutions:

Accelerating Sites and Applications – and Online Revenues

Akamai makes websites, mobile sites, and mobile applications faster, allowing FSIs to improve customer satisfaction. Better site and application performance has been shown to translate into higher revenues when FSIs quickly reach new markets and increase conversions and transactions over the Internet.

Leading International Bank

Challenge: A multi-national bank based in Europe, serving a sizeable customer base on six continents, needed to enhance the stability of its online banking offerings to ensure a better customer experience. It also sought to provide better Internet banking services than it's competition across the globe. To cost-effectively deliver superior banking services, it decided to consolidate over 50 websites served out of numerous local data centers into a single site served from a centralized data center in Asia.

Solution: To achieve its goals, the bank implemented Akamai Web and Mobile performance solutions Dynamic Site Accelerator and Web Application Accelerator. The result? Its website was delivered 50% faster and secure online transactions were processed 100% more quickly. These improvements enabled the bank to significantly grow adoption of its online banking application and support 20% higher online banking transaction volume. Moreover, because of Akamai's on-demand solutions, the bank gained the ability to quickly expand into emerging markets.

> Akamai gives us the agility to quickly enter markets such as China or Africa without incurring huge capital investment in local data centers.
> — Head of Remote Banking, Consumer Banking, Leading International Bank

Large Enterprise Insurance Company

Challenge: A major insurance company was struggling with poor website and application performance and availability.

Solution: After the company deployed Akamai Web and Mobile Performance solutions, 99% of site visitors were able to get a quote in under four seconds (compared to 75% previously), increasing value in total annual premiums by $4.3 million. The company also gained the ability to scale on demand to support peak traffic.

> With Akamai we have the comfort of knowing that clients or potential clients around the globe are having consistent experiences while using our public websites or client/ partner extranets.
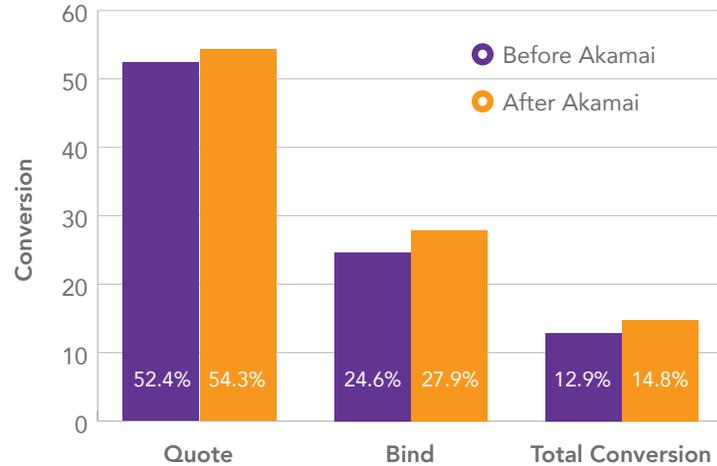
U.S. Automotive Insurer

Challenge: A major auto insurer in the U.S. was attempting to drive new business via an online application that processed quotes.

Solution: With Web Application Accelerator, an Akamai Web and Mobile Performance solution in place, the auto insurer saw a 50% performance improvement in the U.S., which translated into a 15% higher application conversion rate. The company also reduced load on its servers by 80% and avoided the cost of building out regional data centers.

Legend:
- Before Akamai
- After Akamai

	Before Akamai	After Akamai
Quote	52.4%	54.3%
Bind	24.6%	27.9%
Total Conversion	12.9%	14.8%

Y-axis: Conversion (0–60)

Multinational Banking and Financial Services Company

Challenge: An international FSI headquartered in Europe wanted to expand its online bank to New Zealand in a timely fashion without incurring high capital investment and operational costs.

Solution: To cost-effectively overcome the limitations of its centralized infrastructure, the company deployed Web Application Accelerator, an Akamai Web and Mobile Performance solution. In turn, it was able to enter the New Zealand market in eight weeks at a low cost while ensuring 100% availability of its online banking application. In fact, it cut the time to process a four-step transaction within the application by nearly 50%.

> Akamai is a global player, its network infrastructure is unique all over the world, and its customer list speaks volumes. Also, Akamai was able to offer the security certifications that were an absolute prerequisite for us as a bank.
> — Senior Architect, International Direct Banking, Multinational Banking and Financial Services Company

Why Financial Services Institutions Choose Akamai

Customer Protection

DDoS Mitigation and Protection

Loss of Data Prevention

Defacement Protection

Improved User Experience

Better Performance in Remote User Locations

Higher-performing mobile and app experiences

Increased Industry Rankings

Reduced Costs

Data Center Consolidation

Data Center Offload

Adoption of a Low Cost Channel

Increased Revenue

Quickly Roll Out Online Services to New Markets

Improved Customer Acquisition

Increased Transactions

Akamai helps financial services institutions realize the power of the Internet by delivering applications faster, more securely, and more reliably. With Akamai's massively-distributed global platform, leading Internet and industry experts, and flexible set of cloud capabilities, FSIs can leverage a proven, secure, scalable, 100% available platform to meet and exceed business goals.

For more on Akamai's FSI solutions, click here. To learn more about financial services customers' expectations, activity, and preferences, read Performance Matters: Digital Transformation, Millennials, and the Future of Financial Services.

Akamai *FASTER FORWARD*

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.