

# COMPETING IN THE DIGITAL AGE

## TIPS FOR TODAY'S FINANCIAL INSTITUTIONS

78 operations and technology executives at leading financial institutions share priorities and concerns for growth and performance in today's hyperconnected world

### IT'S TIME TO REBOOT YOUR TECHNOLOGY PRIORITIES



#### TOP 3 PRIORITIES FOR IMPROVING ONLINE AND MOBILE OPERATIONS

PROVIDE RELIABLE PERFORMANCE, ESPECIALLY DURING PERIODS OF HIGH DEMAND

78%

SECURITY

76%

RELIABILITY

72%

SPEED



**34%** say web performance is the #1 issue affecting customer complaints.

Can your infrastructure promise great online experiences that appear effortless, even during traffic peaks?

**BEST PRACTICE** A cloud-based, global, symmetrical architecture provides customers fast, personalized and always available web experiences, even during peak traffic periods.

### KEEP PACE WITH CUSTOMER'S INCREASING PERFORMANCE EXPECTATIONS

36%



MOBILE PERFORMANCE

38%



PERFORMANCE IN REMOTE LOCATIONS

34%



WEBSITE PERFORMANCE

TOP 3 AREAS FINANCIAL INSTITUTIONS EXPERIENCE CUSTOMER COMPLAINTS

## ELIMINATE UNCERTAINTY IN TODAY'S EVER-EVOLVING THREAT LANDSCAPE

31%

are uncertain if they are protected against cross-site scripting.

31%

don't know if they are adequately protected against DNS forgery.

27%

are unsure they could protect against SQL injection.

24%

doubt their ability to protect against DDoS attacks.

HOW ARE YOU DEFENDING YOUR CLIENTS' CRITICAL DATA IN THE FACE OF A RANGE OF CYBER ADVERSARIES?



**BEST PRACTICE** Financial institutions need a cloud-based security solution that automatically distributes and mitigates security threats.

## SIMPLIFY & REDUCE COST OF INFRASTRUCTURE



**49%** say the top improvement needed to meet business expectations is reducing the complexity and cost of infrastructure.

HOW ARE YOU REDUCING THE COST AND COMPLEXITY OF DELIVERING ENGAGING CUSTOMER EXPERIENCES ON ANY DEVICE, ON ANY NETWORK, ANYWHERE?

**BEST PRACTICE** Financial institutions can realize the cost advantages of agility, efficiency and flexibility of scale and expand on-demand without building out expensive infrastructure.

## THREE KEYS TO SUCCESS FOR FINANCIAL SERVICES INSTITUTIONS

1

Building trust by addressing security concerns to protect data where attackers originate, thus ensuring that customers will continue to use your digital platforms, rather than revert to more expensive, offline channels.

2

Utilizing a platform that is always-on and always reliable in today's hyper-connected world.

3

Providing high performing and engaging user experiences across devices to reduce churn and increase revenue.