Customers expect you to keep their sensitive financial and personal information safe. But they also expect fast, convenient online experiences, especially on mobile devices. To stay competitive and grow revenue, you need to balance digital security and customer experience while managing your costs.

The Akamai Intelligent Platform™ has proven its ability to be hugely resilient and scalable by executing over $1 trillion in financial transactions annually. In addition, the cloud delivery platform has helped our financial services customers attain compliance with some of the strictest compliance standards enforced by regulators.

These financial services customers include:

- 82% of US consumers use mobile devices to perform banking activities.
- 44% of Americans use their banking app more than any other.

Trust is Essential to Connecting with Customers

But Consumers Are Wary of Financial Services Firms

Evolve Into a More Trusted Financial Services Firm by Securing, Monitoring, Optimising, and Validating Every Digital Experience

4 Keys to Retaining Consumer Trust in Financial Services

- Strike the Right Balance Between Online Security and Digital Experience
- Balance Digital Experience and Security Matters More Than Ever
- Understand online interactions that drive user behavior
- Secure the Internet is the No. 1 influence on 18- to 34-year-olds for financial services and insurance.
- Mere negative suspicion of a company’s data use practices can cut revenues by up to 25%.
- 29% of consumers would switch their bank or insurer due to a data breach.

But It’s Challenging to Deliver a Secure, World-Class Digital Experience

Monetise Path by focusing on the following:

- Improve user experiences to drive growth
- Deliver reliable performance without interruption
- Invest in security and customer experience innovation
- Understand online interactions that drive user behavior
- Monitor if mobile sites are abandoned if pages take more than three seconds to load.
- More than 500 customers in the financial services industry use the Akamai Intelligent Platform™ to deliver an exceptional user experience and prevent attacks.
- More than 40% of login attempts are malicious.
- Financial services is the top industry target of malware attacks.
- More than 200 banks worldwide.
- 19 of the top 20 European banks.
- All top 25 US Banks.
- All top 10 global asset managers.
- 8 of the top 10 FinTech companies.
- 7 of the top 10 world’s largest insurers.
- 6 of the top 25 global banks.

Learn more about how your financial services firm can gain and keep customer trust by delivering a secure digital experience bound to effective security that protects their personal data, along with managing and mitigating your risk.

Visit akamai.com/digitalmaturity