

RETAIL BANKING

Improve New Customer Acquisition with Superior Digital Experiences



Leading retail and consumer financial institutions trust Akamai to help them deliver engaging, reliable secure experiences that promote new customer acquisition by increasing the conversion rate of their online visitors.

The Akamai Difference for Retail Banking

- Increases online conversion rates and improves ad click-through rates for improved performance and reliability
- Drives revenue growth in web and mobile channels through increased adoption of these lower cost channels
- Ensures optimized [web performance](#) for account opening, customer service, and online transactions by routing traffic around public Internet bottlenecks
- Protects data by integrating with the bank's existing [web security](#) infrastructure
- Improves availability by defending against [Denial-of-Service attacks](#), event-driven and seasonal demand spikes, and rerouting around natural disasters
- Supports bottom line by enabling entry into new markets and rapid growth in web and mobile traffic, without the expense of new infrastructure

Leading Banks and Financial Institutions Trust Akamai

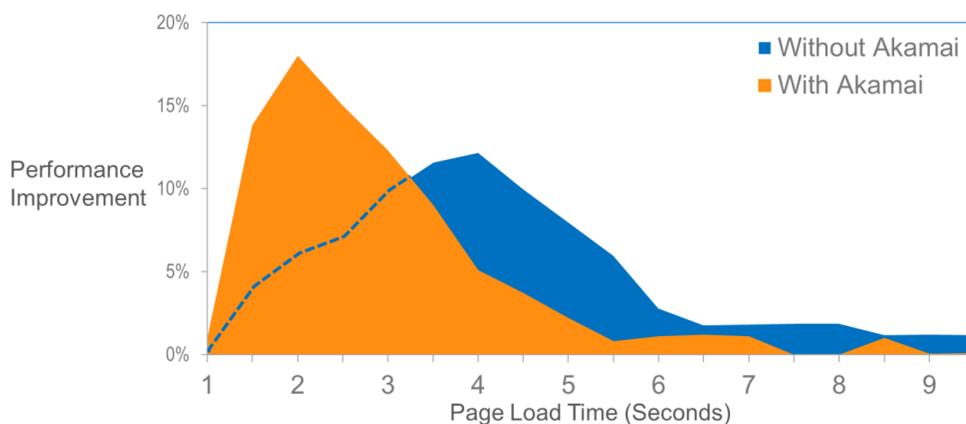
- 7 of the top 10 global banks
- All of the top 10 global asset managers
- 6 of the top 10 FinTech firms
- 27 of the top 30 U.S. banks
- Top firms in cards & payments, financial information, brokerage, and forex

Akamai Retail Banking Customers Can:

- Securely scale to the cloud
- Protect brand reputation
- Increase customer acquisition
- Reduce customer churn

Onboard More Customers Online — Decrease Acquisition Costs

Acquiring new customers is challenging and expensive for today's retail bank. Banks are constantly looking for ways to shift the activity online where customer acquisition costs are less than half of what they are when acquiring the same customer through a branch. At the same time, retail banks realize they only have one chance to make a first impression so, more than ever, the focus needs to be on providing engaging, reliable digital experiences. Revenue conversion increases and visitor abandonment decreases with each second of response time improvement. According to [KPMG's Global Mobile Banking Report](#), the number of mobile users is set to rise from 0.8bn in 2014 to 1.8bn by 2019. This increase is seen most significantly among Millennials, where [94% are active users of online banking](#). With the trend to mobile on the rise, ensuring fast, reliable [mobile performance is critical](#). Akamai [optimizes web experiences](#) for mobile users regardless of their device, connection, network speed or location.



Retail Banking

Case Study: A multi-national bank based in Europe, serving a customer base on six continents, needed to enhance the stability of its online retail banking offerings to ensure a better customer experience. Competitive pressure to improve digital banking services and soaring infrastructure costs made it imperative for them to consolidate more than 50 websites served out of numerous local data centers into a single site served from a centralized data center in Asia. To achieve its goals, the bank implemented [Akamai Web and Mobile performance](#) solutions. As a result, their 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% greater online banking transaction volume, enabling continued expansion into emerging markets.

Customer Retention

It is five times more expensive to acquire a new customer than it is to retain an existing one. Bank customers would prefer to do all their online banking with one institution they trust, and 70% of consumers, across all generations — hold that retail [banks that are current with the latest technology are more trustworthy than banks that lag](#). Banks must deliver exceptional digital experiences focused on developing customer trust; that trust is the key to increasing loyalty and reducing churn. With fewer customers switching to competitors, financial institutions will acquire more customer data; by leveraging that data as a competitive differentiator, banks can potentially earn a lifetime of opportunity to sell customers more products and earn their loyalty and advocacy.

Defend Against Cyberattacks and Prepare for Spikes in Demand

Online threats continue to grow in size, frequency, and sophistication. Retail banks are at a tremendous risk of reputational damage, diminished IT productivity, and revenue loss if they are not protected. Whether the threat be DoS and DDoS attacks; web attacks such as SQL injection, local file inclusion (LFI), cross-site scripting (XSS), or threats to the data center, banks and their customers need reassurance their data and digital properties are safe. Akamai's highly distributed architecture moves attack mitigation away from the bank's data centers, absorbing and deflecting attack traffic, while at the same time maintaining performance and availability.

Case Study: Following a highly publicized cyberattack, an extortionist group targeted an online retail bank with several large distributed denial-of-service (DDoS) attacks. The bank needed to augment its in-house expertise and satisfy industry regulators. They chose to deploy Prolexic Routed, an Akamai Cloud Security solution, in an always-on configuration. The 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. Akamai provides retail banks with multilayered defenses including a distributed web application firewall that scales on demand to identify, absorb and deflect malicious attacks.

Learn more about Akamai's capabilities for financial services at akamai.com/finserv



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.