

Riverbed for Banking

Modernize banking operations to deliver seamless experiences for employees and customers.

We're living an increasingly online life, from the way we work to the way we shop – and, of course, to the way we bank. Widespread digitization means customer expectations are higher than ever. Any friction could make them switch to a competitor. This shift means banks need to redefine their technology, workforce, and branches to meet the constantly evolving industry standards.

Rising expectations for continuous and convenient banking access have led to an industry-wide “always-on” relationship with customers, driving the need for multiple support channels and easy-to-use self-service options.

At the same time, increasingly stringent regulations require banks to protect customer trust by prioritizing robust security measures that provide an even tighter control of their finances, security, and data.

Sustainability has also become a focal point, with the younger generations placing huge emphasis on making a difference – not making a profit. Banks are now under pressure to commit to net-zero operations, reflecting a broader industry commitment to environmental responsibility.

Digitization must be ramped up. If it doesn't, banks risk losing relevance, revenue, and relationships with customers old and new.

Reimagine Modernization to Solve Key Banking Challenges

Addressing these challenges requires banks to modernize from the inside out. Improving core internal applications can create seamless, intuitive interactions across every channel – and by monitoring disparate tools, banks can deliver insight and context on user experience across their entire digital ecosystem.

Only then – with a modern, unified approach – can banks build closer customer relationships, drive loyalty, and increase revenue.

“By delivering a best-in-class EX, banks can increase by four times their profit per employee than those that don't.”

The Future of Banking: The employee experience imperative, Deloitte

Reimagine Banking Systems

Banks are looking to run operations in the right way, but aging IT stacks and legacy technology puts them in the ‘then’ when they need to be in the ‘now’. What’s more, IT departments are already facing a myriad of challenges, including the need to adapt to growing global networks, hybrid cloud infrastructure, and SaaS applications.

They want to realize the full potential of their systems to keep pace with new entrants to the market – to reduce errors, improve application performance, and make staff more effective. In turn, this enables strategic optimization, improved returns, and streamlined processes.

With AI-driven, end-to-end visibility across the digital ecosystem, disparate data transforms into intelligent user insights – paving the way to manage digital transformation with confidence.

“Riverbed has enabled us to have complete visibility across our entire network, allowing us to see from a 40,000 foot view what is happening across our whole.”

CIO
A Large South African Bank

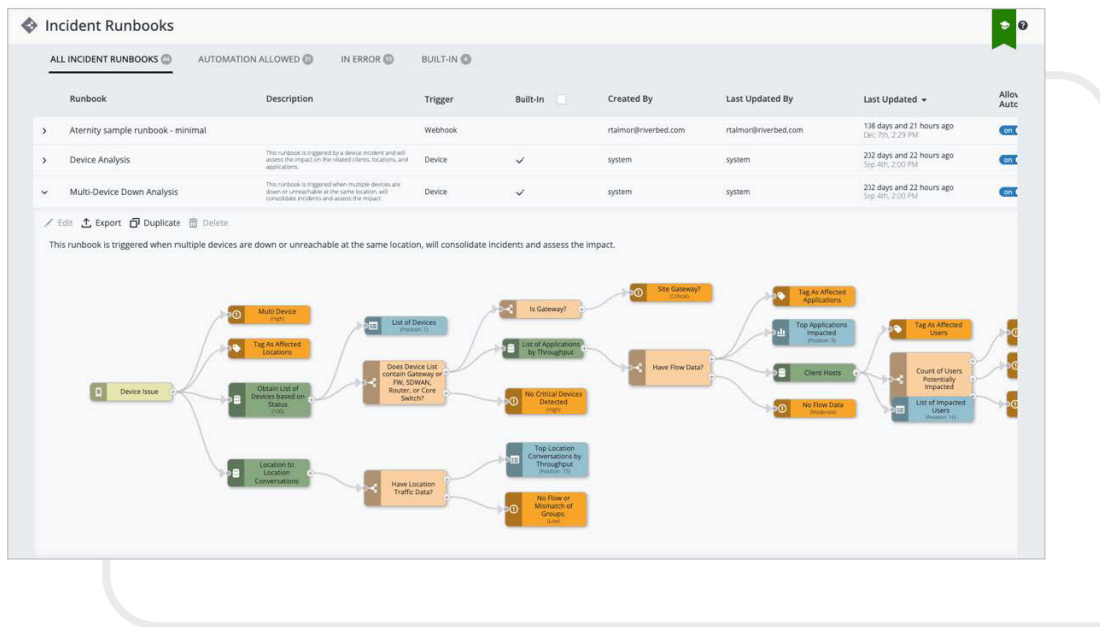


Figure 1: Prioritized insights from Unified Observability enable more effective decision making.

Reimagine the Banking Journey to Perfect the Experience

As customers become increasingly comfortable with modern technology, they expect a seamless and user-friendly digital experience when banking online or through mobile apps. For them to feel valued and understood, it requires intuitive interfaces, fast load times, and secure payment options.

They also don't want to wait for their transactions to be processed. To ensure they don't have to, technology needs to enable real-time payment processes and instant account updates.

There's a newfound need to create tech environments where each user interaction is efficient and fit for future-ready, omnichannel banking. Whatever the requirement, every touchpoint needs to be optimized to ensure it's customer centric.

Riverbed provides the Unified Observability platform banks need to optimize their infrastructure by capturing high fidelity, full-stack data on every transaction across the entire digital ecosystem – driving superior customer experiences while improving retention and business outcomes.

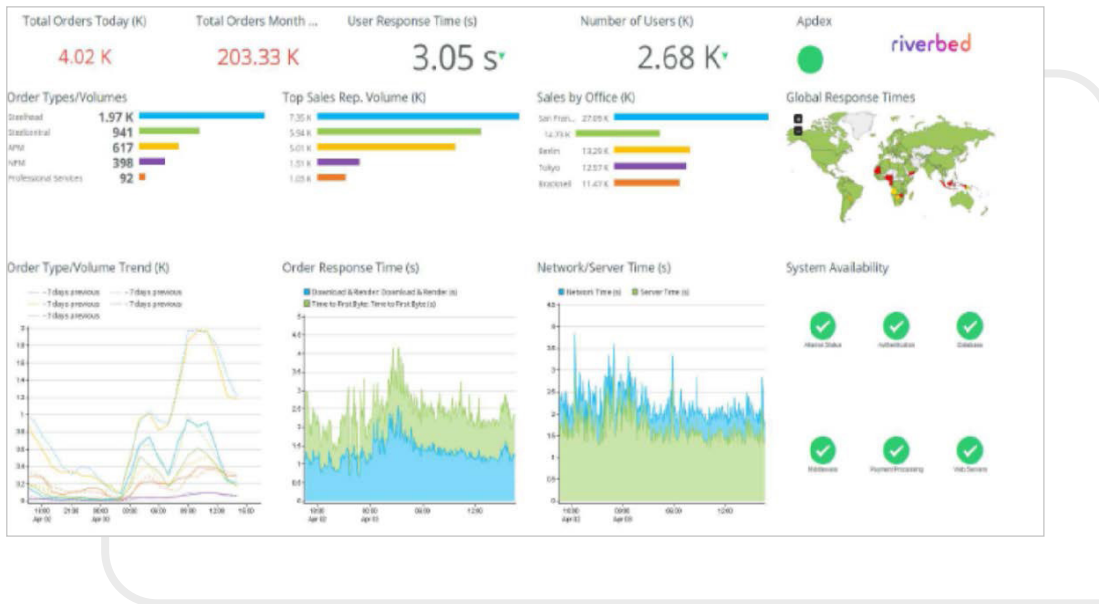


Figure 2: Unified Observability provides actionable insights to deliver personalized experiences.

Adapt to the Future by Reimagining Relevance and Sustainability

The increase of cloud and SaaS solutions, together with the shift to hybrid and remote work, has expanded the range of security and compliance threats to modern banking. With Riverbed, banks can offer risk management solutions, such as fraud detection and prevention services, to alleviate security concerns around all financial transactions.

Modern businesses are also focusing on reducing their environmental impact. With its ability to collect full-fidelity telemetry across the network,

infrastructure, applications and end users, Unified Observability offers banks a chance to accelerate their digital transformation and build a brand where trust is a key foundation.

Out-of-the-box dashboards provide actionable insights into energy consumption and carbon emissions at both the individual and bank level. From changing power plan settings to informing users about avoidable energy consumption, Riverbed drives change to reduce both costs and carbon.

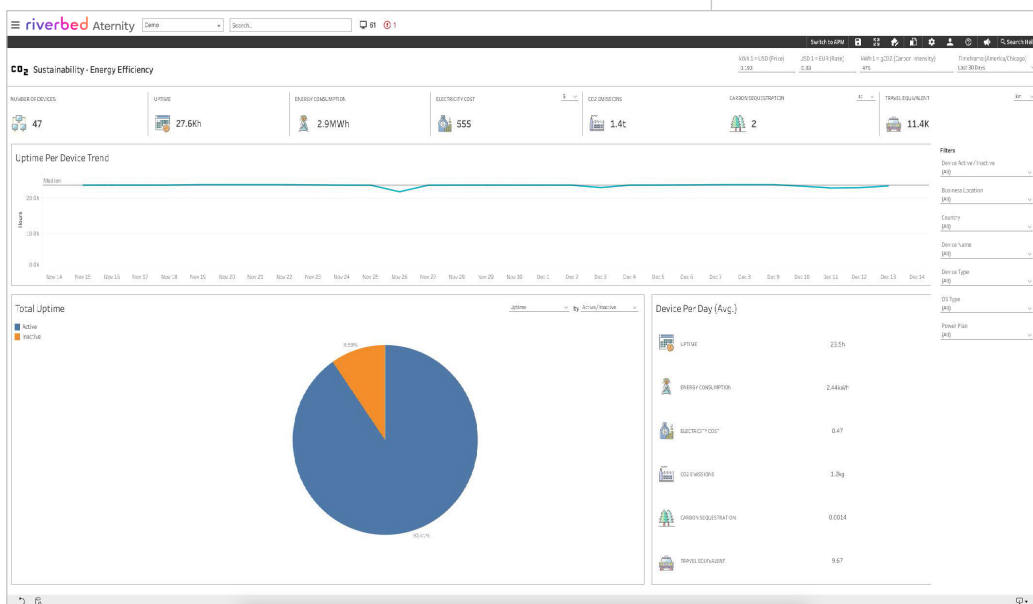


Figure 3: Out-of-the-box dashboards provide actionable insights into energy consumption and carbon emissions at both the individual and bank level.

Learn More

At Riverbed, we provide the Unified Observability and optimization platform that financial service organizations need to experience the future.

Unlike other observability products, The Riverbed platform integrates data from across the entire IT landscape and captures full stack telemetry on every single transaction across the digital ecosystem. In fact, we're the only platform that truly provides the power to build actionable unified observability and optimization strategies. Our solutions give financial services the transparency and agility they need to deliver contextualized experiences and beat the competition.

With SaaS-delivered AIOps, Riverbed proactively surfaces potential issues and automates remediation, enabling IT staff to spend more time on strategic digital transformation initiatives. Not only does this dramatically drive employee productivity and increase engagement, but it also means customers can benefit from exceptional, personalized experiences that drive long-term loyalty.

To learn more about how Riverbed's Unified Observability can accelerate banking performances, visit: riverbed.com/solutions/financial-services.

“77% of business leaders recognize that personalization leads to increased customer retention, and 66% believe it lowers acquisition costs.”

Unlock the power of intelligent CX, Zendesk

Riverbed Observability and Optimization Platform demo.

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Riverbed – Empower the Experience

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the *FORTUNE* 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.