riverbed

Run the Bank, Change the Bank, Succeed as a Bank.

Internal Transformation that Pays off in Dividends.

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# Setting the scene: Identifying Changes Within the Banking Landscape

Like many industries, digitization has changed the banking landscape as we know it. In our new omnichannel world, customers, and employees both expect seamless experiences at every touchpoint of their digital journeys.

The next generation is hyperconscious of cybersecurity, with sophisticated anti-fraud measures in constant demand. Risk management solutions, such as fraud detection and prevention services, are therefore now the preference of business customers. As digital natives establish themselves in the industry, traditional banks need to revolutionize, remain relevant and win new customers to gain a competitive share of the market.

To meet these changing customer expectations and increase profitability, the banking industry as a whole needs to modernize its core internal processes. Wielding innovative solutions with the ability to manage accounts, conduction transactions, and seamlessly access financial information is crucial for businesses today – because relying on aging IT stacks and legacy technology puts you in the 'then', when you need to be in the 'now'.

When embraced successfully, digital banking not only enhances operational efficiency, but also heralds fresh ways to maximize profit potential and unlock new commercial opportunities for your business. That said, it can be extremely difficult to digitize your bank with the observability needed to manage digital transformation, raise revenue, and mitigate risk – but it's essential to make the change, and do it in the most seamless way possible.

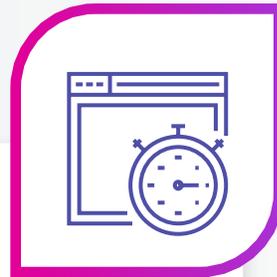Now's the time to reimagine banking and gain a greater share of wallet.
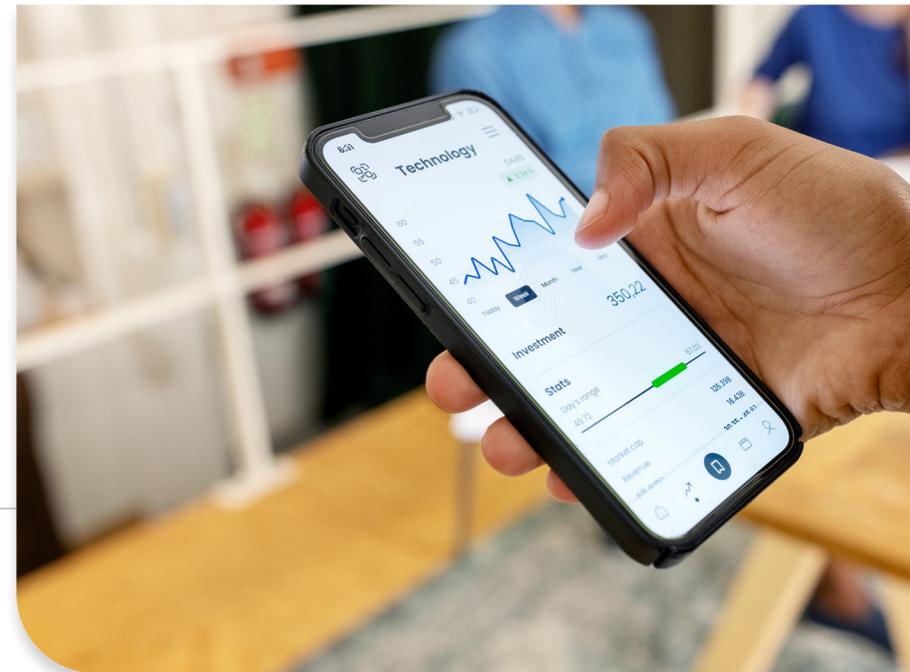
73%

of users worldwide turn to online banking at least once a month, while **59%** use banking apps.[1]

50%

of respondents indicated that their banks perform fraud risk assessments just once a year.[2]

Companies adopting an observability data strategy will save

30%

on cloud costs compared to competitors.[3]

Outlining the Challenges: The Need to Adapt to a Changing World

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. Digitization is everywhere, meaning customer expectations are higher than ever. For them, the digital experience is everything – and any friction could make them switch to a neobank with technology more suited to their needs. Without changing to meet these new demands, your bank risks losing relevance, revenue and relationships with customers – both old and new.

Right now, a major obstacle in the financial sector is a lack of end-to-end visibility on user activity and functionality. On average, banking digital teams have full observability into just **11%** of their application and infrastructure environments.[4]
That's not nearly enough for staff to understand what is happening, or why, across your digital ecosystem.

With this pressure already rising from day-to-day operations, it's hard to focus on identifying and fulfilling customer needs. In fact, **73%** of bank leaders say that turning loyal customer data into patterns and trends they can leverage is a challenge, with **95%** pointing to restrictive operating systems as the reason.[5]

It all begs the question: how can you transform your bank so you're winning more customers, adapting to a changing world, and building an engaged workforce – all while successfully increasing your profits?

Fintechs and neobanks release new product features every **two to four weeks** on average. Traditional banks have product rollout cycles of **four to six months.**[6]

On average, large banks are **40%** less productive than their digital native competitors.[7]

As **77%** of business leaders recognise, deeper personalisation of services leads to increased customer retention, with **66%** believing it also lowers acquisition cost.[8]

Defining a Solution Overcoming Obstacles with Digital Transformation

The good news? There is an answer. A way to remain competitive, meet the contemporary expectations of your customers, and achieve a digital transformation.

Taking a modern, joined-up approach can help to build closer customer relationships, drive loyalty, and increase revenue – and by bringing together data, insights and actions, banks can run operations more efficiently. That's because unified IT solutions enable the faster and more effective decision-making that's required to streamline digital transformation initiatives, improving the user experience for employees and customers.

By reimagining banking for the modern world, you can allow your operations to thrive in a tech environment where every omnichannel interaction is efficient, future-ready, and customer-centric. And with the right banking solutions, there are plenty of opportunities to revolutionize your online offering and drive your digital banking revenue.

How digital transformation can improve your user experiences

Actionable insights

Deliver unified, context-rich, filtered and prioritized insights that address the challenges of all IT domains, not just DevOps.

Efficient technology

Provides innovative yet reliable solutions with the ability to productively manage accounts, conduct transactions and access financial information.

Reduced wait times

Accelerates processes with technology that enables fast and efficient transactions, such as real-time payments and instant account updates.

Mitigate risk

Prioritize robust security measures and offer risk management solutions, such as fraud detection and prevention services.

Less downtime

Eliminates unplanned downtime by proactively identifying potential performance issues before they impact service.

Moving Forward:
How to Reimagine the Banking Experience

To compete with the rise of digital-first banks, you need to take your existing systems and increase efficiencies across the board – which is easy to say, but less easy to achieve.

Operations need to function in a way that creates room to experience true change, where errors can be reduced, application performance improved, and staff made more effective. It's all about streamlining, maximizing, and optimizing. Thankfully, a way to realize the full potential of your systems has now emerged – and it represents a brand-new way to reimagine banking.

Run your bank better

You want to realize the full potential of your banking systems. To reduce errors, improve application performance and make staff more effective. Because when you're running your bank, you're looking to do it right.

It's crucial to achieve strategic optimizations, increase efficiencies, improve returns, and streamline operations. Paving the way to maximizing profit potential and unlocking new commercial opportunities for your business. Now, you can.

Change your bank faster

In today's digital age, speed is key. Your bank needs to keep up. To create room to experience true change.
So, what if you could accelerate your digital transformation, modernize core banking systems, and keep pace with new entrants to the market?

You could create a tech environment where every interaction is efficient and fit for future-ready, customer-centric, omnichannel banking. And it could all be closer than you think.

Perfect the experience

You need to optimize every customer touchpoint, whatever their requirement. To move from transactional to transformational and ensure customer-centric experiences.

Why not empower your people to unlock new revenue opportunities and improve customer support, with AI-driven end-to-end visibility across your omnichannel experience? Transform disparate data into intelligent customer insights – and make them the driving force behind increased revenue streams.

Adapt to the future

How do you change to remain relevant in a world of digital experiences where customers move on in a couple of clicks? How do you appeal to a generation where making a difference to the planet means more than making a profit?

There is a way. A way to build your brand, accelerate digital transformation and make trust a key foundation. With Riverbed, you can address the ever-changing market and move into the future with confidence...

Partnering for Success:
Your Bank. Only Better.
With Riverbed.

At Riverbed, we provide the unified observability and optimization platform that financial service organizations need to transform their infrastructure for 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 can truly offer real end-to-end visibility. Our solutions give financial services the agility and the power they need to reduce IT costs and beat the competition. By associating performance with business metrics, such as revenue, conversion rate and abandonment rate, teams can then refocus their efforts on the most impactful issues at hand.

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 be offered exceptional, personalized experiences that drive long-term loyalty – unlocking more long-term profitability in the process.

The Power of Unified Observability

1

User satisfaction has improved by reducing service desk incident troubleshooting time by **80%**.

2

All levels of IT staff have been empowered to solve issues more quickly – shortening remediation time and resulting in a reported **20%** increase in employee productivity over 3 years.

3

Service-impacting errors have decreased by **50%** thanks to the continuous improvement of digital performance for customers and employees.

"Before Riverbed, our network was like a black box with no visibility, which meant IT was often blamed when there was a service issue. Now that we have improved network visibility, we can easily understand where issues are and notify the right team to fix it before it causes an outage. This actionable insight ensures we maintain a high level of customer service."

Mehmet Arpa, IT Manager, **Halkbank**[9]

Discover how Riverbed can help provide a seamless digital experience within the commercial banking industry.

BOOK A FREE DEMO TODAY ›

1, 6 Cribl White Paper, 2023
2 Deloitte Research
3 McKinsey Banking Survey, 2021
4 What banks need to know about observability
5 World Retail Banking Report, 2022
7 Just Global Research, 2023
8 Insights for investments to modernize digital banking
9 Riverbed Halkbank Case Study, 2023

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Riverbed — Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com.