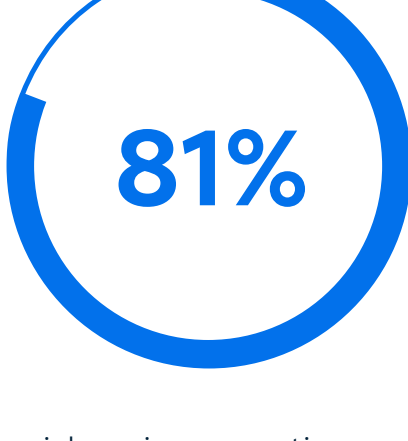
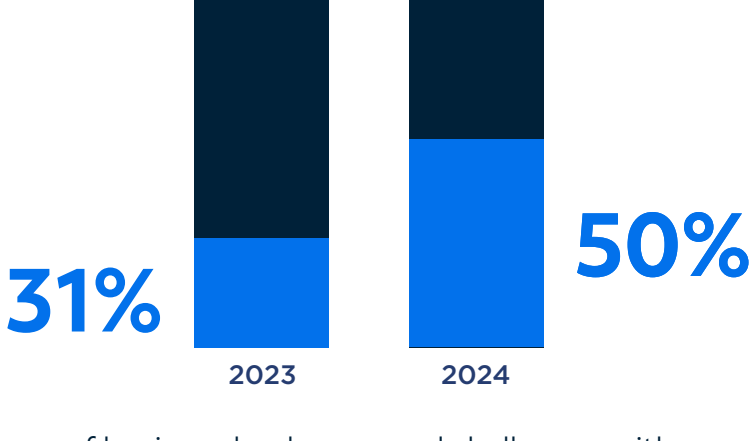


Invest in the future with a modern, resilient WAN

To stay competitive, financial services leaders feel the urgency to modernize IT infrastructure, simplify network management and elevate the user experience. What’s more, they know they must do it while continuing to protect transaction and cardholder data and meet regulatory requirements.



of financial services executives say a lack of appropriate technology impedes their business goals.¹



of business leaders named challenges with technology infrastructure as the top internal barrier to controlling costs.²

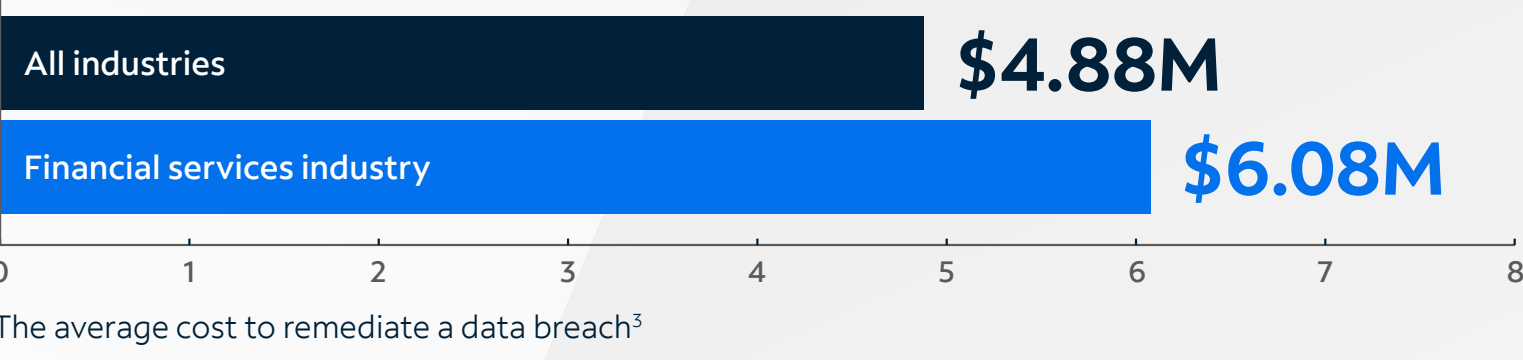
Identify and resolve technology gaps

As financial services organizations attempt to keep pace with innovation and stay competitive, many are finding that their existing solutions require updating. Here are three common technology challenges firms face and how they can address them:

1. **Cybersecurity**
In addition to growing cyberthreats, adopting innovations such as digital tellers and “phygital” branches without adequate protection can increase cybersecurity and finance risk and complicate regulatory compliance.

Firms need up-to-date security technologies, including:

- Enhanced firewalls
 - SSL inspection
 - Web filtering and application control
- Intrusion prevention
 - Identity management
 - Advanced malware protection



The average cost to remediate a data breach³

2. **Connectivity**
Networks built around multiprotocol label switching (MPLS) can be time-consuming to create and expensive to maintain. This makes it difficult to place applications in cloud or edge locations — especially as financial services firms try to compete with disruptive FinTech competitors.

Firms need to modernize networks to enable:

- Uninterrupted connectivity
 - Traffic routing to the cloud or internet
 - Customization to different connection types
- Prioritization of critical traffic
 - Secure connectivity for customer devices at branches
 - Local internet breakouts to avoid backhauling

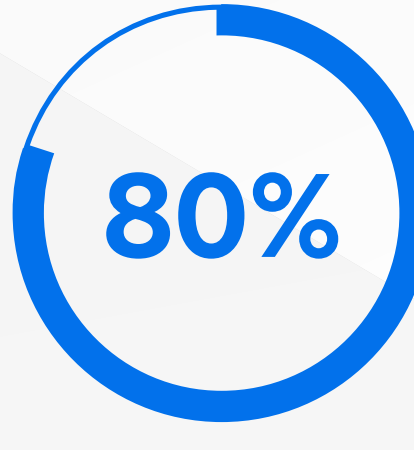


of financial services leaders say they must adapt to cloud operations or fall behind competitors.⁴

3. **Scalability**
Enhanced scalability can help financial services companies simplify their modernization efforts, innovate faster and deliver premier customer experiences.

Firms need highly scalable solutions to:

- Quickly integrate new branch locations
 - Deploy new client-service tools
 - Support cloud workloads and low-latency applications
- Manage growing volumes of data
 - Offer a unified experience to employees and customers



of bankers believe that third-party applications will dominate banking transactions by 2030.⁵

Address key technology focus areas

As IT teams identify the limitations in their current technology strategy, leaders must prioritize goals that help them prepare their firms for the future. Here are key objectives to consider:

Optimize the cloud
Cloud adoption has become a top priority for financial services leaders who want to enhance the customer experience, gain efficiencies and introduce new digital services faster to remain competitive.

Simplify and scale branch integration
When financial institutions add branches through mergers, acquisitions or building new locations, they must quickly get new branches provisioned and operational.

Improve digital applications
The rise of FinTech and so-called “super apps” is exerting pressure on traditional players to offer a range of applications, including for sending money, tracking expenses or trading cryptocurrency.

Automate to boost efficiency
Firms can save time and money by using AI-powered automation for tasks such as transaction processing, data entry, compliance and real-time risk assessment.



Increase bandwidth capacity
Enable more affordable bandwidth and better WAN performance, and accommodate high-gigabit internet, Ethernet and ultra-high-speed data.

Accelerate backups
Increase remote data backup speed to minimize risk of lost data and business disruption.

Strengthen security
Software-defined WANs (SD-WANs) can integrate advanced security features and extend security to every endpoint, regardless of location.

Create a resilient WAN
For financial services institutions, disruptions can damage reputations, customer loyalty, regulatory compliance — and the bottom line. A resilient network is vital for a firm’s disaster recovery and competitiveness.

Upgrade routers and connectivity
Replace dedicated, hardware-based branch routers with SD-WAN customer premises equipment to leverage the advantage of integrated routing capabilities within a single device.

Limit performance bottlenecks
Techniques such as forward error correction and dynamic path selection can help optimize application performance and worker productivity.

Scale and compete by partnering with Spectrum Business®

Spectrum Business helps financial services institutions deploy new branches with ease and adopt cybersecurity protections for their network. Offering reliable, secure and enterprise-grade fully or co-managed services, we bring together the solutions that move networking into the future. Learn more about how our in-market expertise; 100% U.S.-based support, available 24/7/365; and fiber network reach can help financial services organizations scale and compete.

[Learn more](#)

1. “Propel Top-Line Growth With Your Cloud Journey: Fast-Track Efficiency, Innovation, and Superior CX,” Capgemini Research Institute, November 2024.
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3. “Cost of a Data Breach Report 2024,” Ponemon Institute and IBM Security, July 2024.
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