



# Drive the banking experience of the future

How Citrix helps bolster the business of banking

Banks face profound industry changes driven by evolving customer expectations, emerging technology, and new digital challenges. At the same time, they have millions of dollars invested in legacy systems that served them in the past but are not fit for future needs. Citrix helps financial services organizations reimagine how technology can address the changes and digital disruptions they face today.



This Citrix Value Insights report covers:

**Why future banking growth hinges on digital transformation →**

**How digital transformation continues to challenge banks →**

**Five ways Citrix drives business value in banking →**

# Why future banking growth hinges on digital transformation

Momentous change is underway across financial services (FS) institutions worldwide, and the goal is clear: drive growth and profitability. As banks worldwide were forced to send employees home due to the pandemic, it quickly became apparent that investing in digitization was no longer a luxury, but a priority. The FS IT environment is constantly being reshaped by organizational changes such as M&A, offshoring, and the hiring of contract workers for seasonal peaks. Sudden rises in headcount sharply increase the IT resources needed to provision workspaces and support the myriad devices accessing the system.

If IT is unable to scale quickly enough, business slows as employees wait for their desktops or laptops to arrive. And speed is one thing FS organizations depend on—these companies operate in an ultra-competitive environment where every idle worker represents a lost opportunity, and every minute of downtime costs millions of dollars in revenue. As a result:

- Hybrid work is pervasive.
- Cloud is the mechanism for digital-first financial experiences.
- Security strategies must protect banks but not hinder growth.

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## Hybrid work is pervasive.

Hybrid work started as a way to mitigate productivity losses from lockdowns, but it became a new norm as the workforce embraced their newfound flexibility. Senior banking leaders sought comprehensive solutions to seamlessly enable a heterogeneous, globally distributed workforce—including traders who need high-speed connectivity; quantitative analysts who need vast amounts of compute capacity; and retail branch workers who need responsive platforms to deliver insights that help them serve customers.



UBS offers hybrid work for

**75%**  
of its workers

— and —

**10%**  
of the company's  
US employees work  
remotely full time

# 83%

of surveyed FS companies are deploying cloud technology as part of their primary computing infrastructures

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## Cloud is the mechanism for digital-first financial experiences.

Cloud curiosity has given way to cloud necessity in digital transformation efforts—and the primary reason is agility. Banks are now looking to decrease reliance on legacy applications so they can deploy modern banking infrastructure that frees IT from complex management to work on higher-value activities.

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## Security strategies must protect banks but not hinder growth.

With the explosion of data, applications, remote users, mobile devices, and bring-your-own-device (BYOD) capabilities, security risks have increased. Banks and other FS firms have become prime targets for cybercrime. IT is expected to provide both customers and employees with a more modern, flexible experience—all while keeping IT costs low.

By 2024, **50%** of in-branch transactions will be initiated as pre-staged transactions or appointments for specialists that start on digital platforms and are fulfilled on bank-owned technology and locations.<sup>1</sup>



# How digital transformation continues to challenge banks

Maintaining an edge requires FS firms to prioritize both security and employee experience. Agility and resilience are key. But FS firms face some challenges specific to their industry:

1. Legacy infrastructure slows transformation.
2. Security issues threaten assets and brand value.
3. Fragmented global regulatory requirements increase complexity.



In 2022, North American banks are predicted to spend nearly **one-half** of their budget on IT.<sup>3</sup>

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## Legacy infrastructure slows transformation.

Legacy core banking systems slow time to market for new products. In addition, other factors conspire to hamstring efforts to be nimble. These include lack of microservices and APIs; missing DevOps tools; a reliance on non-cloud-enabled data and analytical packages; and a lack of “agile-scrum” ways of working. Employees expect the highest levels of responsiveness, performance, and quality at any time and from any location. Outdated technology contributes to a lack of engagement, which can lead to poor business outcomes.



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## Security issues threaten assets and brand value.

Social engineering and insufficient security measures for remote work are the two main cybersecurity risks that organizations face today. Social engineering cyberattacks focused on COVID-19 have increased, exploiting the current confusion and decreasing the effectiveness of the “human firewall.” Managing vendor risk is a critical challenge facing the FS industry. As risk management, compliance, and internal audit functions are hampered by an inability to perform physical oversight in the office, organizations must recalibrate risk and rethink the associated controls.

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## Fragmented global regulatory requirements increase complexity.

Global regulatory fragmentation continues to be a reality, with numerous (often unfinalized) requirements having implications that are yet to be realized. At the same time, banks are navigating LIBOR (London Interbank Offered Rate) fluctuations, business resilience needs, and technological change and innovation. Some compliance progress has been made—the EU implemented the GDPR (General Data Protection Regulation) in 2018, standardizing privacy rules for personal data of EU citizens. But the US has not yet adopted a comprehensive federal privacy standard.

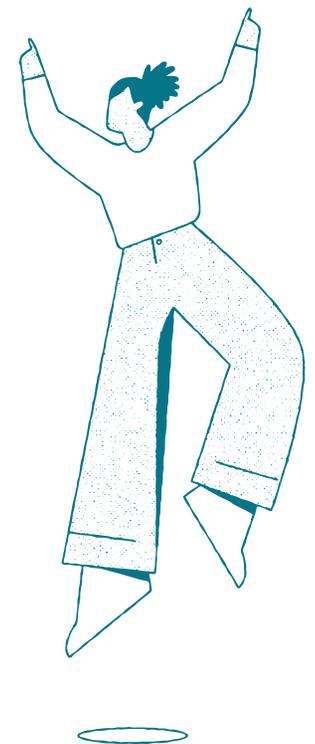
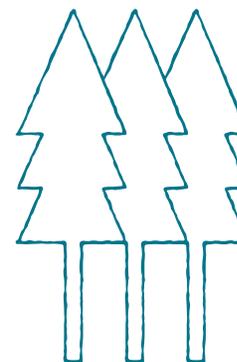
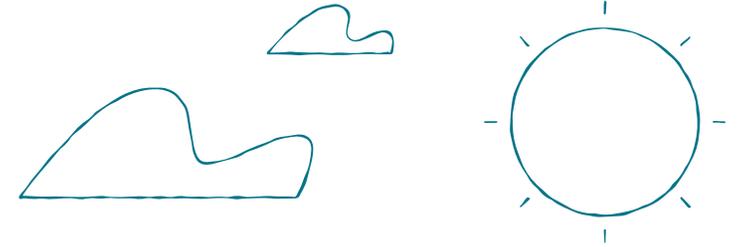
In 2019, the average cost per breach within the FS sector was **\$5.86 million** — second only to the healthcare industry and nearly 1.5 times that of the public sector.<sup>4</sup>



# Five ways Citrix drives business value in banking

Banks are under intense pressure to respond to new compliance mandates, market competition, cybersecurity threats, and consumer and employee demands. To attract and retain customers, they must provide new and more innovative ways to interact with financial services, from online banking and mobile apps to contact centers and a more modern in-branch experience. Time to market is a competitive advantage for FS firms, and IT executives are increasingly focused on the speed, ease of use, security, and service reliability enabled by modern IT infrastructure. Citrix is helping banks:

1. Increase business agility.
2. Reduce risk and increase resiliency.
3. Eliminate unnecessary costs.
4. Boost revenue by delivering a better hybrid work experience.
5. Advance sustainability initiatives.



# 1

## Increase business agility.

In this fast-paced market, agility matters—and without it, innovation is stifled. In banking, increased agility can help you more quickly open a new location, consolidate branches, or rapidly launch new product or service offerings. It can also accelerate the time to value of inorganic changes like mergers, acquisitions, and divestitures. Citrix is helping banks create agile platforms to better collaborate with business partners, business process outsourcers, and offshore developers.



# 2

## Reduce risk and increase resiliency.

With large data breaches occurring more frequently, security and compliance are more critical than ever before. To secure data, IT teams are often forced to implement restrictive or cumbersome policies that harm the user experience.

Citrix is helping FS firms ensure that their relationship managers, personal bankers, roaming branch staff, and loan agents can access a single aggregated workspace on their personal device (BYOD) or their corporate-owned, personally enabled device (COPE)—without compromising sensitive client or personal information. Meanwhile, their customer service, help desk, and call center colleagues can speed up response times using a secure, high-performance, and reliable computing environment on their laptops and desktop PCs.



**Innovation drives the future. Citrix is leading the charge in security innovation with their revolutionary approach to protecting mission-critical data.”**

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Jeff Kater, Director of IT, KDFW

# 3

## Eliminate unnecessary costs.

Banks can recapture some of the resources needed to fund their transformations by eliminating inessential expenditures. Citrix solutions can help banks reduce expenses by decreasing planned expenses, cutting operational costs, freeing up resources, and increasing margins.

Banks can use Citrix solutions on thin client devices like Google Chromebooks rather than using fully loaded PCs—saving \$386 per device in acquisition costs.<sup>5</sup> And, by using Citrix to connect to enterprise virtual desktops, businesses can avoid application development and migration costs, saving an average of \$197 per user.



**We can have staff up and running in any branch within a few clicks. Support costs have been slashed, and updates are in place within minutes. We're also more secure.”<sup>6</sup>**

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**Raffoul Raffoul, Assistant General Manager, Byblos Bank**



**When COVID-19 hit, City National Bank was able to shift to remote work quickly and easily through the cloud, funding more than 9,600 loans in three months to support small businesses during their time of need.**

## 4

### **Boost revenue by delivering a better hybrid work experience.**

Banks can help ensure a consistent and excellent customer experience by improving employee user experience and engagement. Flexible work options and anytime access to resources are critical for attracting and engaging the most skilled staff.

Providing employees with device flexibility allows them to work how and where they want; creates more room for a healthy work-life balance; and empowers them to focus on what's important and prioritize accordingly. Not surprisingly, WFH (work from home) has been shown to improve employee productivity by 5 percent.<sup>7</sup>

## 5

### **Advance sustainability initiatives.**

Consumers, investors, and employees are now holding companies accountable to their sustainability targets and pushing for more ambitious goals. Citrix is helping organizations on their sustainability journeys today by providing solutions that enable customers to lower their carbon footprint and reduce emissions.

By shifting 1,000 employees (700 laptops and 300 desktops) in a call center to thin client devices using Citrix solutions, a bank can reduce its carbon emissions by 65 tCO<sub>2</sub>e. That's the equivalent of eliminating 14 cars driving for a year and freeing up 85 forest acres for pollution removal.



For more information, please visit  
[citrix.com/solutions/financial-services](https://citrix.com/solutions/financial-services).

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