Four Financial Services organizations redefine business mobility and customer experience

Real-world stories about how financial services IT is changing the way business is done.

The financial services industry faces unprecedented pressure from customer demands, regulatory mandates, emerging technologies and highly-competitive markets. Citrix powers financial services mobility to help companies deliver consistent customer service across traditional and digital channels, improve employee productivity and retention, and increase IT efficiency, while at the same time ensuring security across their evolving infrastructures.
Today’s financial services industry is more dynamic and competitive than ever. Facing rapidly shifting market conditions and pricing pressures, companies must deliver exceptional service to win and retain customers. Overwhelming consumer adoption of web and mobile technologies makes it essential to deliver seamless, consistent customer interactions across physical and online channels. To compete and grow, companies depend on IT to enable customers with differentiated experiences and employees with more mobile, flexible and productive ways of working. While driving this cultural transformation, not only must IT departments continue to stay on top of new regulations, security threats and business requirements, they must also maintain optimal cost efficiency.

This white paper outlines how Citrix technology powers financial services mobility, enabling innovators in the industry to be more responsive, agile and innovative. Fully-integrated and secure, Citrix Solutions for Financial Services comprise market-leading virtualization, mobility, networking and cloud technologies.

The strategic impact of business mobility in financial services
To rise to the challenges posed by an industry undergoing massive change, financial services institutions such as banks, credit unions, stock brokerages, investment funds and insurers must find new ways to strengthen customer relationships, capture revenue opportunities in emerging markets and improve business agility. In particular, they must:

• **Transform and optimize channels**, including physical branches and call centers as well as mobile and other online touchpoints, to make them highly available, reliable, responsive and secure. Regardless of the channel, whether accessed in-person or via mobile technologies, today’s consumers expect and demand consistent, high-quality seamless interactions wherever and however they access services.

• **Create a digital workplace** that increases employee productivity, satisfaction and retention by making it possible for people to work anywhere, on any device. The ability to connect with customers from anywhere to provide reliable, fast, responsive service helps sales executives, mortgage brokers, financial advisors and others build lasting customer relationships.
Citrix leads the industry in providing specialized mobility solutions for the financial services industry and in serving as a strategic partner and best-in-class technology provider.

Business mobility in financial services today: Real-world results
The top 20 global financial institutions have implemented Citrix Solutions for Financial Services to deploy their mobility initiatives. The following examples, drawn from diverse industry players around the world, highlight customers’ trust in Citrix solutions and the benefits they have realized with business mobility.

Mobility gives the most “bank” for the buck

Customer Experience  Profitability  Competitive Advantage  Worker Productivity  Risk Management  Security & Compliance  IT/Business Efficiency

- Create a more flexible work environment: 56%
- Improve operational efficiency: 54%
- Increase user productivity: 54%
- Improve external customer/client experience/satisfaction: 51%
- Increase revenue/business growth: 49%
- Improve secure access to real-time information: 46%
- Create competitive edge with faster time-to-market: 44%
- Lower costs of doing business: 39%
- Protect sensitive data in a BYO world: 39%
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- A leading global bank has maximized productivity and delivered better customer service by empowering branch office workers and call center agents to serve customers wherever the workers or the customers are
- A premier securities brokerage firm empowers corporate and independent advisors to serve clients from anywhere, anytime
- A major insurer maintains business continuity during disasters and continues to service policyholders in any location, from any location
- A top-tier global investment bank lets traders connect instantly to their workstations wherever they are while reducing power consumption and real estate utilization

**Improve employee productivity, business agility and customer service**

One of the world’s largest banks manages assets worth USD$626 billion, and its 36,000 employees serve 12.5 million customers around the world. To keep pace with evolving customer demands while assuring security and operational efficiency, the company needed to transform its legacy IT infrastructure of 13 datacenters, 850 branch servers, 14 data security systems and a custom virtualized environment. In particular, they needed a better way to support increasingly mobile branch employees, call center reps serving customers across diversifying channels, and the growing number of remote employees.

The bank turned to Citrix to enable business mobility throughout its global organization. Centralized management and delivery of legacy custom apps and Windows apps allows employees to access a standardized desktop image from anywhere on any device. A secure front-end controls the delivery of applications, protects web servers from malicious traffic or data breaches, and mitigates the risk of back-end systems being compromised.

Key benefits realized include:

- **Better in-branch customer service** – Bankers can move around freely within the branch as they serve customers without the need to log out of one desktop and into another, helping them deliver a more flexible and convenient customer experience while improving productivity.
- **Increased call center productivity and scalability** – The company’s 2,000 call-center reps who manage 16 million contacts a year now can handle multichannel communications across phone, email, web and social media more efficiently. The business can quickly change the size and scope of call centers in various locations by providing secure access to apps and data as required by the roles of the permanent or temporary workers, in response to shifting needs such as spikes in demand following changes in offerings or promotional activities.
- **Improved business agility** – A simplified, centrally managed technology environment has made the company more agile so that it can respond more quickly to dynamic business requirements and market demands. For example, when the company recently acquired a small bank, the organization immediately scaled to accommodate 800 new users. New employees were provided with the necessary tools to meet customer demands at every point of interaction. Additionally, IT was able to reduce the number of data centers from 30 to two, and security systems from 40 to three, thus creating efficiency and reducing security gaps.
**Provide a secure digital workplace for a highly distributed workforce**

Founded in 2002, a small brokerage service firm uses leading-edge technology and a widely distributed organization to differentiate itself. While most of its competitors concentrate staff in a small number of locations, their 75-member workforce, including both internal employees and independent brokers, is distributed across 15 locations, many of them with just one or two people working in an executive park or home office. Business mobility helps the firm attract and retain the best industry talent by making it extremely simple and convenient for independent advisors to access the resources they need to succeed—without having to invest in their own systems, develop their own expertise or hire their own IT staff.

The firm uses Citrix solutions to create a packaged platform that securely extends its complete corporate capabilities beyond its offices to users in any location, on any device. The platform’s simplicity and ease-of-use makes it possible for the firm to deliver outstanding value at an affordable cost to its advisors, while keeping costs low enough to result in a significant bottom-line impact for the firm.

Key benefits realized include:

- **A more productive work environment** – It is rare for professionals in the securities industry to take time off. The company can offer these individuals the ability to respond to clients even while on time-off. They have access to the same resources they would have at their offices, and they can access information from any location, on any device. This has become a key part of the way the firm markets itself to advisors, and it has proven highly effective as a recruitment feature.

- **Lower operating costs** – By providing independent advisors with remote access to apps, desktops and data managed within its own data center, the firm does not have to maintain local IT environments to support them, and spares them the need to maintain their own—ordinarily a major expense for a small office or sole practitioner.

- **Simple, effective security** – A browser-based portal offers convenient secure single sign-on to complete virtual desktops without the need for distributed VPN clients. Financial data is stored in the data center, rather than on individual computers and devices, so advisors greatly mitigate the risk of potential security breaches and lawsuits.

**Let employees work from anywhere to serve customers everywhere**

One of Australia's largest financial firms and insurers manages assets worth USD$71 billion, and boasts 16,000 employees and nine million customers. The company uses Citrix solutions to power a flexible environment in which users can access information any time, from any device on any network in order to provide the best results for customers.

During routine operations, centrally delivered virtual desktops allow employees to move around floors at the corporate headquarters, change teams or work from home with seamless, consistent access to the resources they depend on. During an emergency, employees can provide immediate emergency response for policy holders even in the face of local office closures, impassible roads and other environmental difficulties—a key capability in a country susceptible to disasters such as bushfires, cyclones and floods.
Key benefits realized include:

- **More responsive customer service** – Employees are empowered for greater impact in both routine and emergency situations. Even when competitors cannot, teams can reach customers following a disaster to provide immediate assistance to victims. Armed with their mobile devices and the ability to access their workstations securely and reliably from anywhere at any time on any network, they can drive to the site to provide personal service. Recently, during one particularly challenging season, the company helped restore more than 70 towns, 200,000 people and countless businesses back to normal day-to-day life within days.

- **Increased employee flexibility and satisfaction** – The organization has led both its industry and its nation in the implementation of flexible work styles by including work-at-home, mobility, telework and BYOD initiatives. An open, campus-style headquarters and virtual computing environment free people to access crucial information on any device, at any time over any network.

- **Dramatic cost savings** – The implementation of desktop virtualization and BYOD enabled the company to cancel a planned refresh of its corporate desktops, saving approximately AUSD$6 million, as well as to increase its office space utilization from 60 percent to 100 – 120 percent. This created potential savings of approximately AUSD$100 million per year.

**Empower traders with full mobility**

With 100,000 employees in 73 countries, one of the world’s largest and most successful financial organizations has used Citrix Solutions for Financial Services to implement a new flexible workplace concept called db New Workplace (db NW) across its global organization. The concept enables new strategies for workplace optimization, employee mobility, business recovery and secure vendor access.

Workers can log in to virtual desktops from any thin client or mobile device, anywhere in the bank in order to access complete applications, multimedia collaboration tools and their own data. A fully secure session begun in Frankfurt or New York can be resumed seamlessly in Hong Kong or Singapore—and vice versa—enabling unprecedented flexibility and mobility.

Key benefits realized include:

- **A higher-quality work experience** – A more convenient, flexible work environment has improved working conditions and employee satisfaction. Instead of being tied to their desks by the need to use hot, noisy workstations, traders can move freely around the firm. They are able to connect instantly with specialized, high-bandwidth systems anywhere they go—in the office or even on the other side of the world. The office has been redesigned to support mobility and collaboration of the workers.

- **Improved security and business continuity** – The centralization of IT resources and security controls help protect sensitive corporate and customer information against hackers, malware and other threats. Centralization also simplifies business continuity planning. The same system that supports everyday business also provides failover capabilities in the event of a planned or unplanned interruption.
• **Greater energy efficiency** – The organization has reduced energy consumption by 55 percent for its Frankfurt towers. This enabled the company to achieve LEED Platinum and DGNB Gold ratings—the highest possible energy efficiency certifications—while at the same time reducing operating costs, and its carbon footprint by 89%.

**Citrix solutions for financial services mobility**

Citrix solutions help financial services organizations address key KPIs thanks to a unified environment that empowers IT to deliver complete resources anywhere, on any device on any network.

**Citrix® XenDesktop® and XenApp®** power app and desktop virtualization. Centralized management and delivery of legacy custom apps and Windows apps enables brokers, financial advisors, tellers, traders, and other employees to securely access critical applications from anywhere on any device.

**Citrix® XenMobile®** unifies the delivery of mobile, Web, SaaS, and Windows apps and data, with end-to-end control and protection of sensitive business and consumer data across devices, people and locations. IT can enforce security policies on BYO devices without compromising users’ personal apps and data on mobile devices.

**Citrix® ShareFile®** enables employees to securely exchange confidential files within the organization and with third-party vendors, customers and clients—even those on network drives and Microsoft SharePoint. This can be done from anywhere, on any device over any network. Complete access logs and archiving help satisfy record-keeping regulations and compliance requirements.

**Citrix® NetScaler® and CloudBridge®** provide a complete cloud networking solution to empower users with access to financial apps, cloud services, virtual desktops and mobile services at any time, from any device and over any network. NetScaler provides a secure front-end to secure applications while ensuring optimal performance. CloudBridge accelerates application delivery across public and private cloud networks, and allows enterprises to optimize and secure branch office networks.

**Citrix® Workspace Suite™** enables a global and mobile workforce to easily and securely access apps, desktops, data and services from any device, over any network with a single solution for IT to manage.

Citrix solutions are complemented by services developed based on Citrix experience in the financial services industry:

• **Citrix Education**: on-site and virtual technical and product training to help customers deploy Citrix solutions with speed and precision.

• **Citrix Support**: quick resolution of customer issues, proactive monitoring to prevent future issues, and delivery of in-person technical management to better resolve complex issues.
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- **Citrix Consulting**: assistance in accelerating implementation and minimizing risk through design validation, post-launch service improvements and other on-site and remote services.

Together, these solutions enable financial services organizations to leverage business mobility for the benefit of their customers, their employees and their businesses.

**Making the move to business mobility**

Business mobility isn’t just a good idea for financial services employees and customers—at a time of rapidly increasing industry pressures, it is now a competitive necessity. Citrix powers financial services mobility with a fully integrated and secure financial services solution which comprises market-leading technologies in virtualization, mobility, networking and cloud. Financial institutions can build customer loyalty with a seamless experience across online, mobile, branch office, call center and other channels. A more flexible work experience improves employee productivity and agility while helping attract and retain top talent. Centralization of resources enables a swift response to dynamic market conditions, customer demand, shifting corporate structures and emerging security threats, ultimately achieving the business outcomes that financial institutions are aiming for.

To find out how Citrix Solutions for Financial Services can deliver the benefits of business mobility for your organization, visit [citrix.com/financialservices](http://citrix.com/financialservices) to learn more.