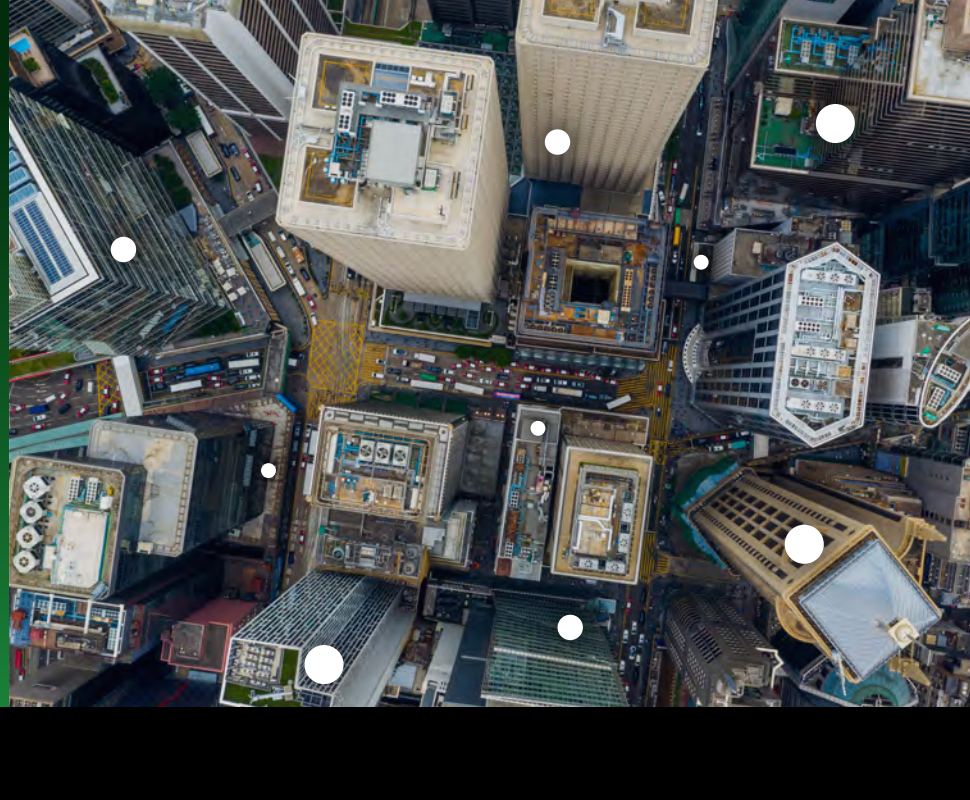


# Deliver exceptional client experiences.

Open hybrid cloud for financial services



## In financial services, the race is on.

Operating in highly competitive and regulated marketplaces, financial services companies need to continually differentiate themselves by staying on top of consumer trends and expectations to deliver new offerings and experiences.

While cloud and AI have become the technologies of choice to accelerate digital transformation, some organizations are realizing 2.5 times the value of their peers.<sup>1</sup> Their secret? A consistent open hybrid cloud and AI architecture virtually everywhere.

## Insights

**Expectations from digitally savvy consumers** for more personalized products and services and instant support via mobile devices and web only continue to grow.

**For most major banks, 15 to 20 percent** of the total "run the bank" cost supports governance, risk and compliance (GRC).<sup>2</sup>

**New entrants continue to flood the market**, with venture capital flowing to fintech companies increasing 120 percent to USD 39.6 billion in 2018 alone.<sup>3</sup>

**Cybercrime continues to grow**, with breaches estimated to drive USD 700 billion in losses by financial services organizations, globally.<sup>4</sup>



## Key objectives

**Modernize mission-critical applications and processes**

## Challenges

Existing application architectures and distributed data are virtually everywhere.

**Improve time to market for new offerings**

Dependence on specialized developer skills, disparate tools and waterfall processes affect productivity and slow delivery.

**Reduce infrastructure and operations costs through automation**

Unique workload and business requirements have resulted in complex multicloud and IT environments that are difficult to manage.

**Improve security and regulatory compliance**

Monitoring and responding to security threats require a complex array of dashboards and views.

# How IBM can help

## Expertise

IBM helps clients maximize the value of their digital transformation strategy through:

- Deep financial services industry expertise and regulatory domain knowledge** informed by IBM® Promontory®—a global leader in regulatory compliance consulting
- Game-changing data and AI models** built by the IBM Data Science and AI Elite team to optimize client journeys and workflows

- Industry-leading security services and assessments** from IBM Security Services, which manages security for many of the world's largest financial services institutions
- The IBM Garage™ cocreate model** that helps you build new digital experiences in just eight weeks using design thinking and cloud-native development

## Winning with open hybrid cloud

**Build once, deploy anywhere** with the Red Hat® OpenShift® platform, designated a leader in an evaluation of multicloud container development platforms.<sup>5</sup> Modernize more applications in the right fit environment—on IBM Systems, IBM public cloud, or the cloud or IT infrastructure of your choice.

**Our fully managed Red Hat OpenShift on IBM Cloud®** service leverages the enterprise scale and security of the IBM public cloud to help you automate updating, scaling and provisioning.



With IBM Cloud Satellite™ technology, you gain a **single point of control** to deploy consistent cloud services virtually anywhere. Our marketplace-leading IBM Watson® AI and IoT, security, blockchain, and fully managed OpenShift service enable you to deploy and optimize workloads and move freely without lock-in.

IBM Cloud for Financial Services gives you access to a **world-class public cloud** infrastructure, including the highest level data protection: FIPS 140-2, level 4. And the IBM Cloud Framework for Financial Services provides common operational criteria along with streamlined compliance controls specifically for the financial services industry.

## Rethink. Leverage. Act.

**The efficiencies of microservices**

*IBM Cloud Pak® for Integration* gives you the freedom to build and modernize applications on the cloud or in the IT environment of your choice. Then you can easily connect mobile applications, SaaS systems of record and third-party SaaS without any additional coding.

**2X** faster app development speed<sup>6</sup>

**Modern customer experiences**

*IBM Cloud Pak for Data with IBM Watson Assistant* technology offers accessible data governance and a robust analytics and AI platform for your data needs—including AI-powered customer service and chatbots that help answer client questions quickly while resolving issues faster and more cost-effectively.

**90%** reduction in deployment errors<sup>6</sup>

**Visibility into security**

The *IBM Cloud Pak for Security* platform helps you uncover hidden threats, make more informed risk-based decisions and respond to incidents faster. It provides a single, unified console and comprehensive visibility across your cloud and IT while leaving your data where it is.

**92%** reduction in cost per inquiry for human versus digital<sup>7</sup>

**80%** reduction in the likelihood of a security breach<sup>6</sup>



### Client spotlight

## Allianz

With IBM Cloud and the IBM Watson Assistant service, Allianz created an AI-powered virtual assistant that can run on practically any cloud, enabling Allianz to automate and manage 80 percent of the company's most frequent customer care requests.

*"IBM Cloud with Humix allowed us to avoid any security or regulatory issues by keeping customer data on premises. That was key for us."*

**Leo Frey**  
Head of Digital Platforms  
Allianz Taiwan Life Insurance Co. Ltd.

**47** of the Fortune 50 companies trust IBM cloud for their enterprise-grade cloud.

**No matter where you are on your journey, IBM Garage experts can help you accelerate your transformation.**

Take a [tour](#) of IBM Garage tools today or get started with a complimentary virtual Garage framing session.

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<sup>1</sup> IBM, *The hybrid cloud platform advantage*, June 2020.  
<sup>2</sup> Bain & Company, "Banking Regtechs to the Rescue?" Matthias Memminger, Mike Baxter and Edmund Lin, September 18, 2016.  
<sup>3</sup> Reuters, "Fintech companies raised a record \$39.6 billion in 2018: research," Anna Irierra, January 28, 2019.  
<sup>4</sup> Accenture, "What will cybercrime cost your financial firm?" July 15, 2019.  
<sup>5</sup> Forrester, *The Forrester Wave™: Multicloud Container Development Platforms, Q3 2020*, Dave Bartoletti and Charlie Dai, September 15, 2020.  
<sup>6</sup> Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM And Red Hat For Financial Services*, June 2020.  
<sup>7</sup> Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM Watson Assistant*, March 2020.