



Improve commercial effectiveness in Financial Services



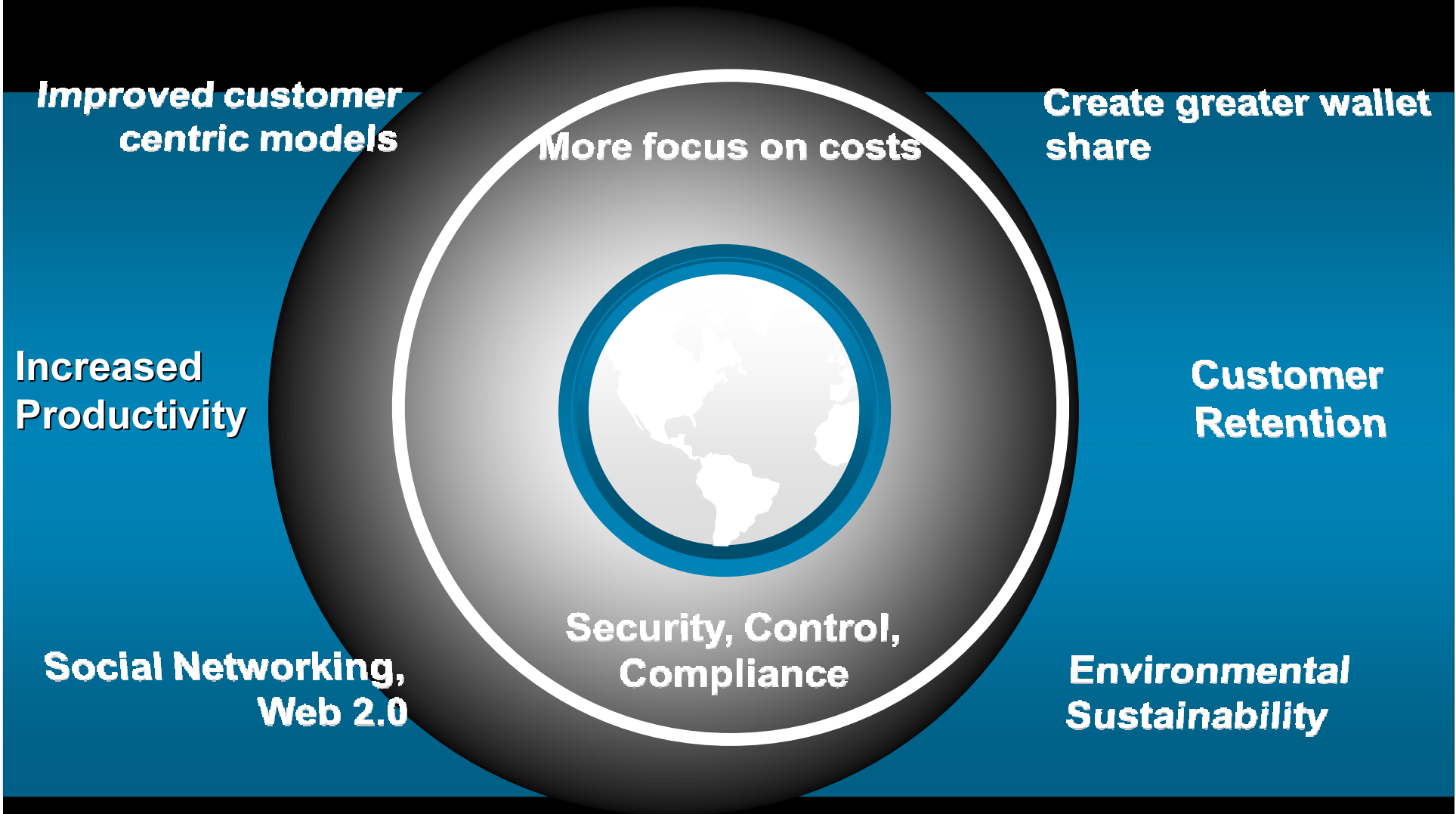
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Much Has Changed



Financial Services Drivers

**Enabling
Commerce**

Market Consolidation

**Self-Enabled
Consumer**

the New Normal

Business Innovation

**Relationship
Banking**

**Regulatory
Compliance**



Transition to Customer Centric Models....

Operational Metrics

Customer Intimacy

Reactive

Proactive

Agents

Experts

Solicitation

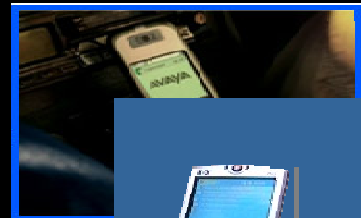
Participation

Cost Center

Growth Engine

Customer Relationships in 2010:

Multiple real-time interactions between the customer and the bank, as well as the bank's employees amongst themselves.



Unified



Mobile Banking

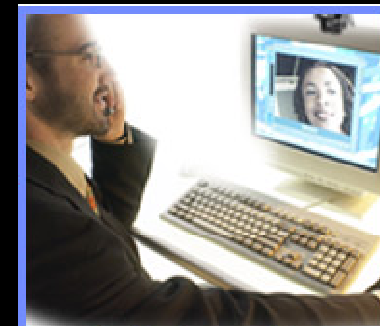


Call Centers



Conferencing

IMPACT...?



Collaboration



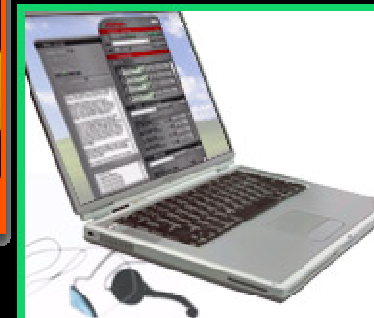
Telephony



Email



SMS

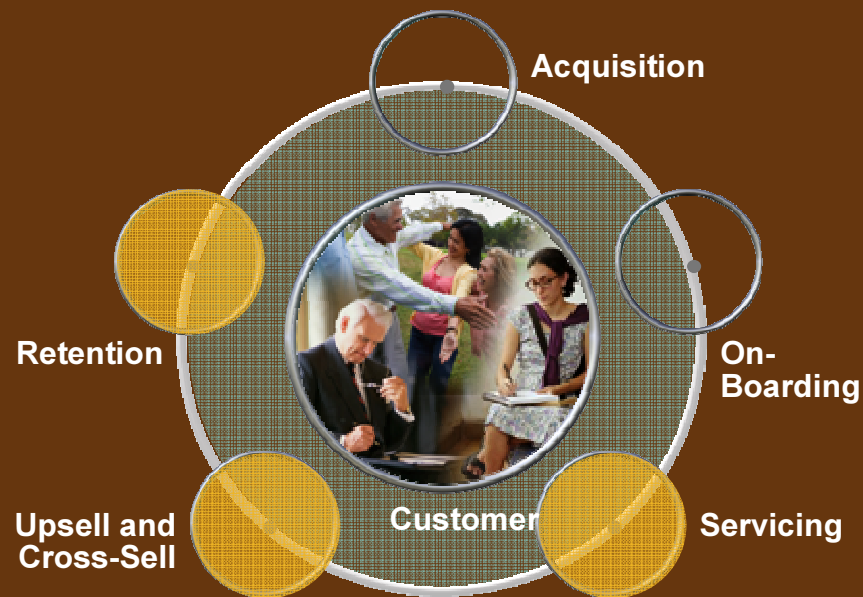


Mobility & Softphone

By 2010, "Quad" Play has become de facto standard

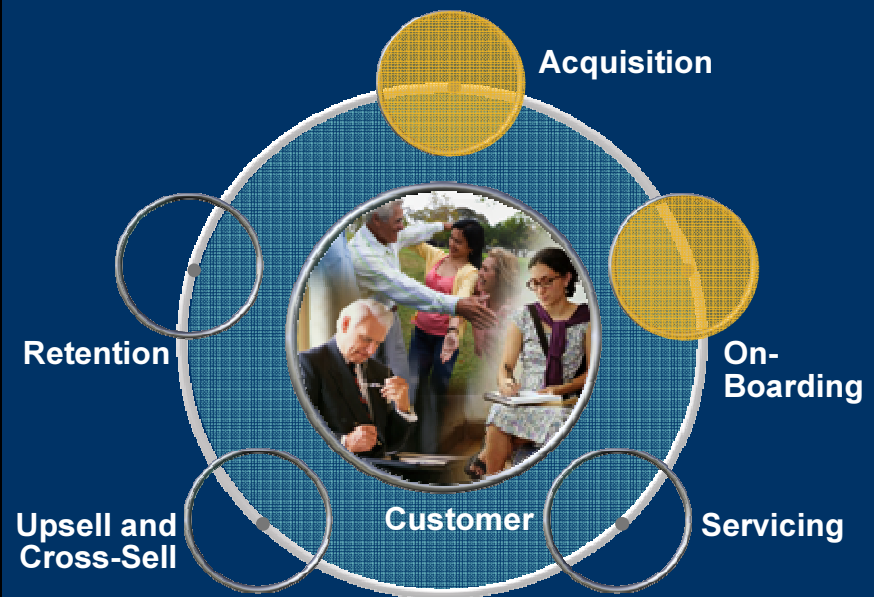
One Size Does Not Fit All

Mature markets



Maximize the return on customer and capitalize on role in enabling commerce

Emerging Countries



Enable millions of potential consumers and merchants



Key Priorities



Continued Focus

Fundamental Business Drivers

....Still the same

1. Reduce Operational Cost

Less IT complexity (complexity = cost).
Move CAPEX to OPEX.

2. Increase Sales

Higher Banker productivity.
Differentiated services to customers (innovation).

3. Compliance & Risk management

PCI compliance.
Security, threats.

Financial Services Adoption Roadmap

Optimize Operations

Grow Revenue

Consolidation

Convergence

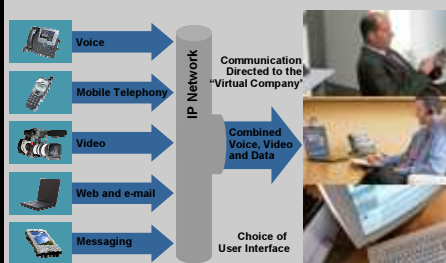
Collaboration

Network core
Datacenter

Branch
optimization

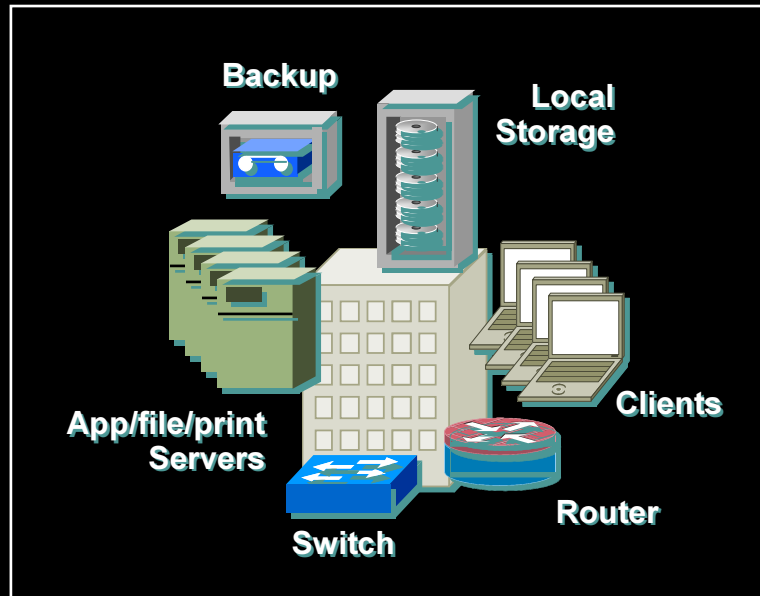
Unified
Communication

Virtual Expert
E-learning



Convergence & consolidation

What is driving costs in The Branch ?



Companies spend 6 Billion dollars per year on branch servers, storage, backup and management

Source: IDC, Gartner, Cisco Analysis

“Most enterprises have many servers running at 15% or less utilization, but still requiring 100% administration.” Source: Gartner

The average branch has 4-6 servers

Source: Nemertes Research

■ **Infrastructure Cost & Complexity**

- Poor resource utilization: Servers, Direct Attached Storage, etc
- High CAPEX: File, print and email servers
- High OPEX: HW/SW, local IT expertise

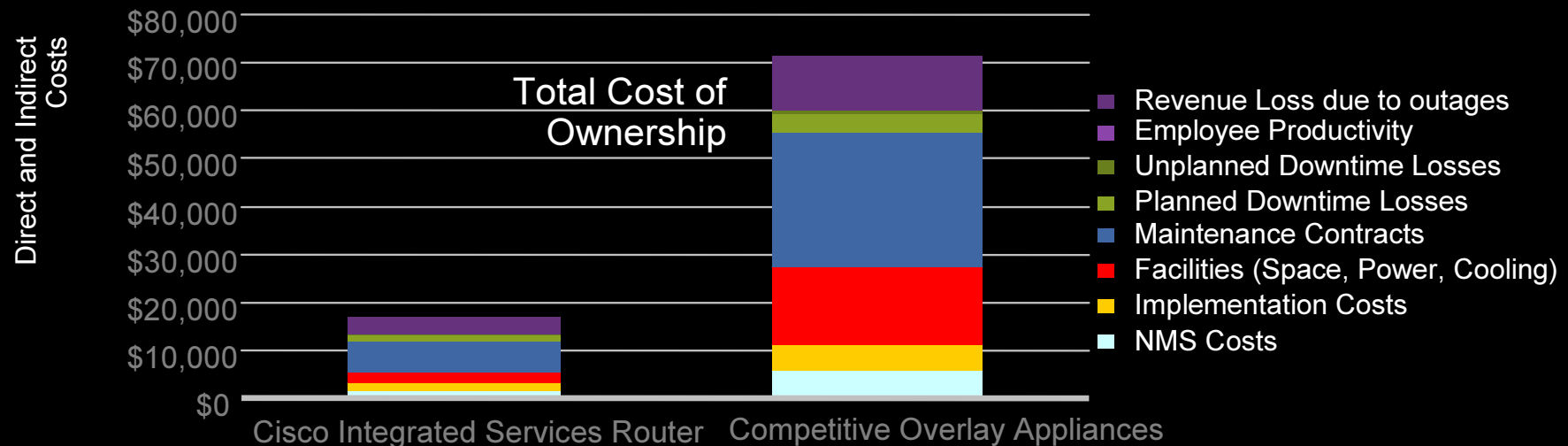
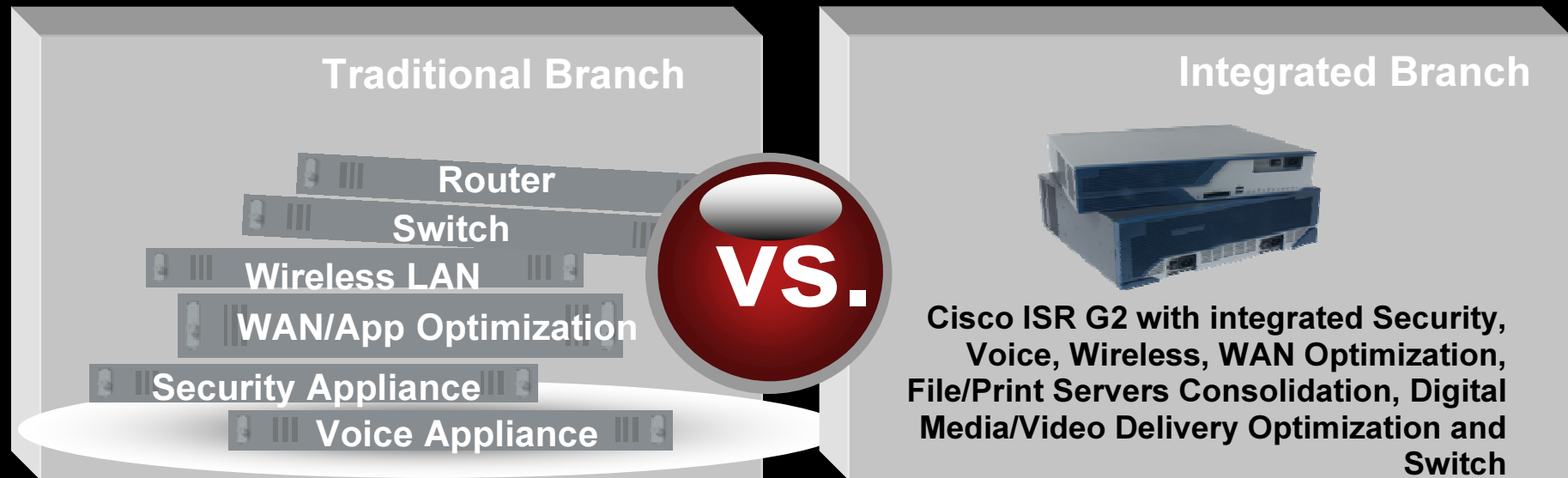
■ **Business Responsiveness**

- Poor end user experience
- Bandwidth & throughput limitations

■ **Business Resilience**

- Costly Offsite Archival & Document Management
- Asset (Data) protection: backups, data security & integrity
- Application & OS patch management

ISR G2: Industry's Lowest TCO for Branches



Over 70% OpEx Reduction

Cisco shipped 1 million ISRs in 18 months, then another 1 million ISRs in just 9 months after

Lean Application Management













- Run intensive banking applications at branch level
- Centralized data center
- Wide-area network

Benefits:

- Reduce application processing cost
- Enhance product speed to market
- Centralized application management

Cisco WAAS - Accelerates Applications

Category	Applications	2X	5X	10X	25X	50X	100X+
File Sharing	CIFS NFS 	2-20X Avg			>100X Peak		
Email	 	2-5X Avg	20X Peak				
Web and Collaboration	 	2-10X Avg			100X Peak		
Software Distribution	Microsoft Altiris HP Radia	2-20X Avg			>100X Peak		
Enterprise Applications	Microsoft SQL Oracle, SAP Lotus Notes   	2-5X Avg	20X Peak				
Backup Applications	Microsoft NTBackup Legato Networker Veritas Netbackup CommVault Galaxy  	2-10X Avg			50X Peak		
Data Replication	EMC SRDF/A EMC IP Replicator NetApp SnapMirror Data Domain Double-Take Veritas Vol Replicator	2-10X Avg			50X Peak		

Core Banking

Does your Data Center Enable or Inhibit?

■ Days to Deploy Applications	60 - 180
■ Server/Storage Utilization	< 25%
■ Annual Storage growth	40 – 400%
■ DC Records Retention (Years)	7- 10
■ DC Power & Cooling Costs	~25-30%
■ Branch Office Infrastructure	~6 servers

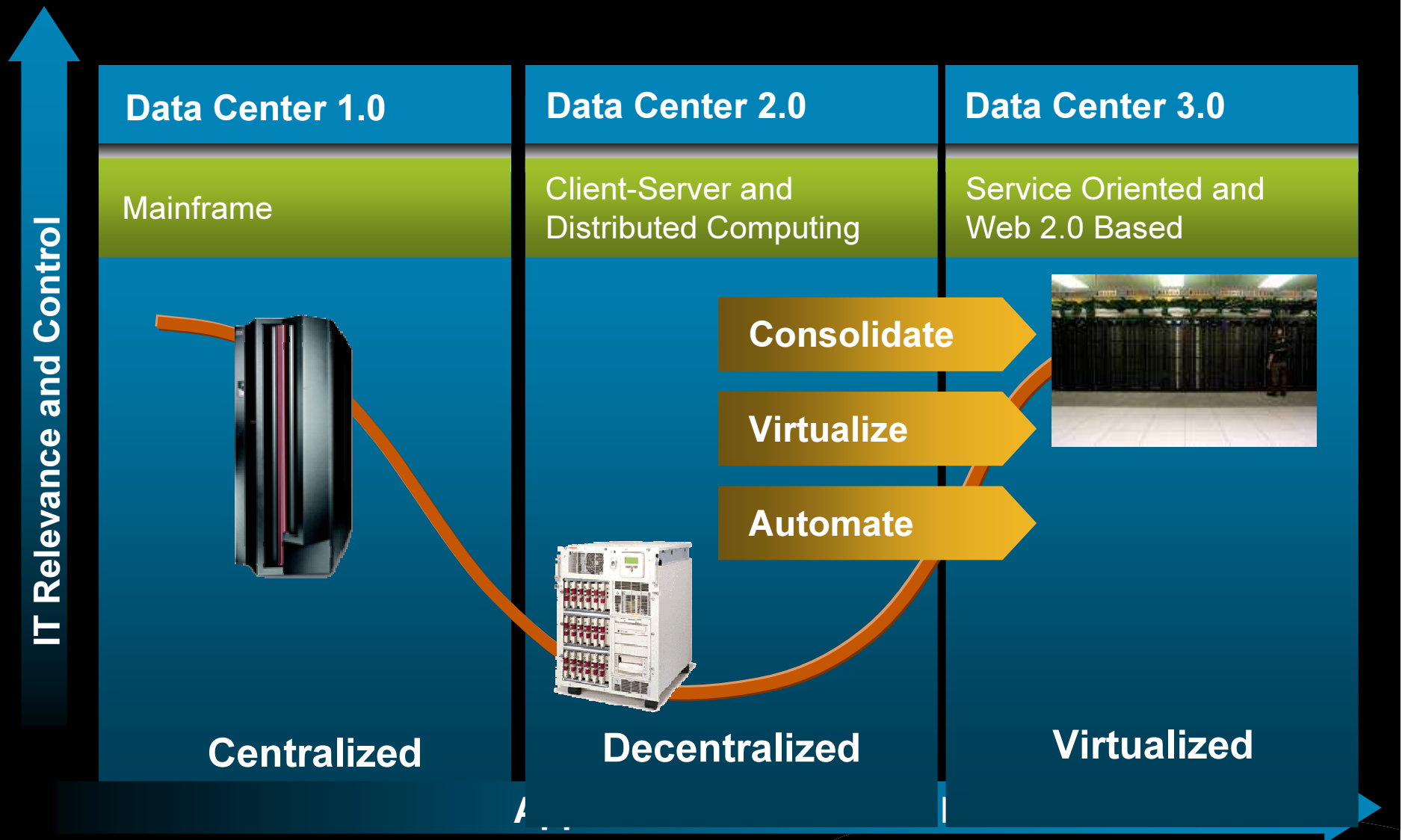


“By 2009, 50% of today’s data centers will have insufficient power and cooling capacity to meet the demands of high-density equipment”

Source: Gartner, 2005, 2008

70% of the IT Budget for *Maintenance*
30% Available for *Assets and Innovation**

Data Center Evolution



The Collaborative Branch

Why Investment Continues at the Branch

Branches continue to be the preferred delivery channel and offer **strong opportunity for customer sales**

Consumers still prefer face to face meetings when opening accounts, seeking advice, or trying to resolve problems

Large legacy **branch networks need to be refreshed** and upgraded to address customer requirements and growing competition

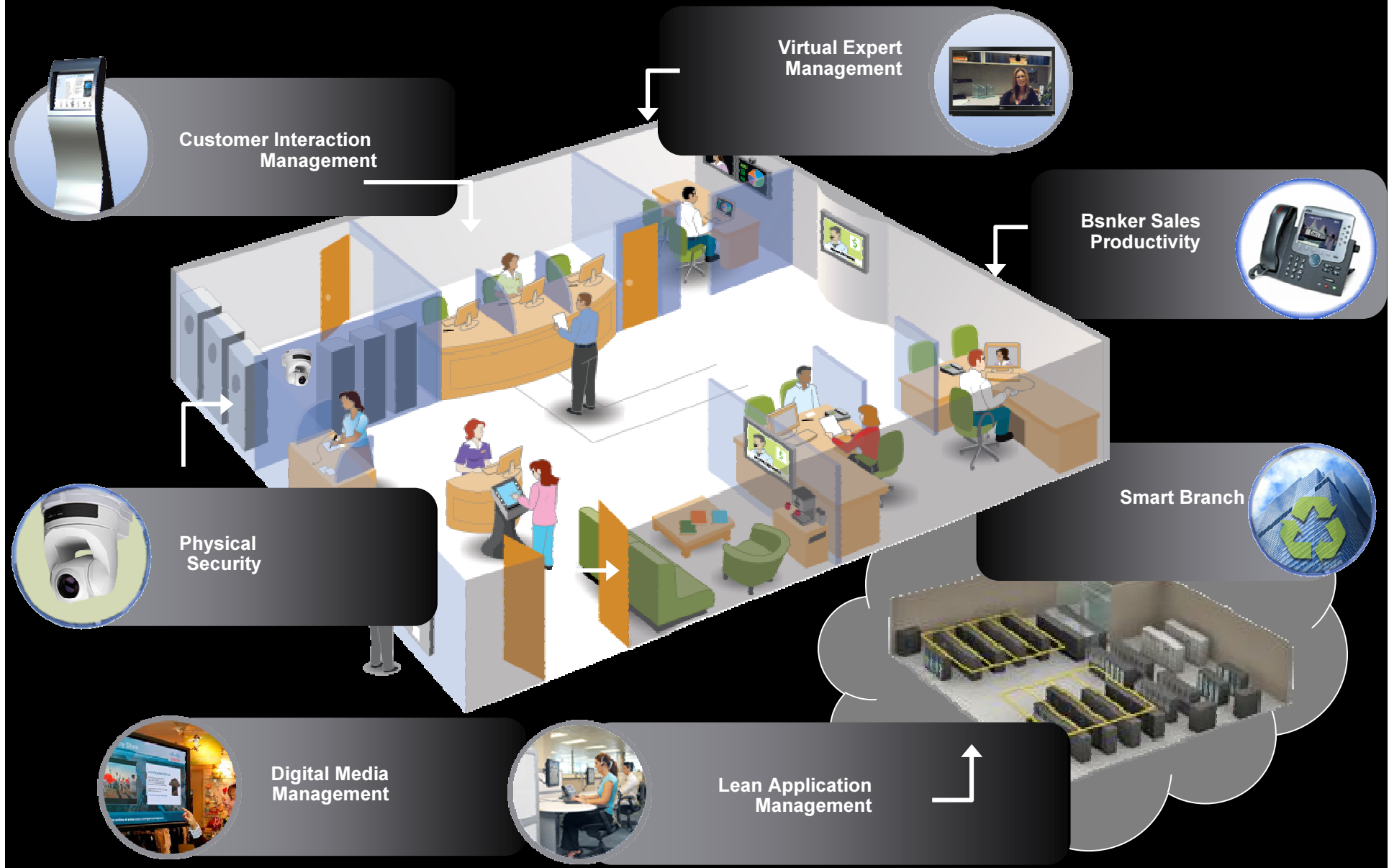
New consumer behavior **requires an integrated multi-channel** delivery environment to optimize sales and service

From Transaction to Interaction

Thinking
like
retailers



Seamless Branch Customer Experience

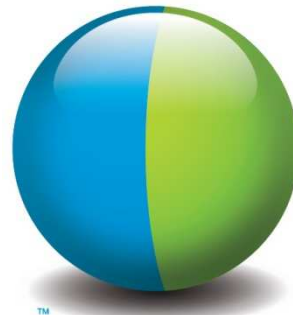


Banker productivity

Banker Sales Productivity



- Connected anytime, anywhere
- Video conferencing
- Wireless
- e-Learning



Cisco Webex — Rich Media Conferencing

Tang | ID: 6185 | Cisco Unified MeetingPlace

Meeting View Layouts Tools Help

Participant List (4)

My Status

Speaking:

Connie Tang

Connie Tang

Tana Franko

Olga (Guest)

Todd Tatum (Guest)

Chat (Q & A)

21st Century Business Imperatives

New Work and Communications Model

Speed and agility required to be competitive

Continuity and Compliance no longer nice to haves

Innovation is a key driver of business performance

Green business practices becoming mainstream

Anytime, Anywhere, Access and Availability

Collaborative Communities

Built-in Resiliency and Compliance

Travel/Commuting Reduction Programs

Blurring of Work and Free Time

Presenter Chat

Connie Tang: Let's follow this agenda Jack will go first followed by Connie

Share Stop Sharing Full screen Sync

Q & A (Linked to Chat)

Show All Questions

Todd Tatum (Guest): Where can I find documentation on...

Tana Franko: Could you give an example of its applicatio

Submitted by: Todd Tatum (Guest)

Presenter Notes

-The tools in the grey hashed area are only visible to Presenters and Moderators. To see what other participants are seeing go to "View" menu and select "Audience/Spectator View".

- To give Sharing permissions to a participant select the participant name and click the "More Options" button on the bottom left corner of the Participant list. Click "Change Enhanced Permissions". Check the "Share tools" check box and click Ok.

Accelerating product rollouts



**In-branch
conference room**

One day before product launch

- Personal Bankers meet in a branch for a live webcast or VOD (webcast captured for replay)
- Product expert explains new product and offers guidance for selling it
- Marketing executive explains promotions for new product



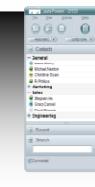
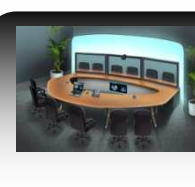
**In banker's own
office**

Two days after product launch

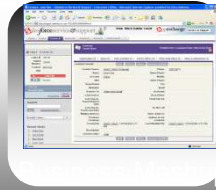
- Personal Banker begins introducing new product to customers
- Views VOD that provides more detail on product features and recommended sales techniques

Cisco Unified Communications

Workspaces



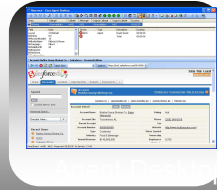
Business Applications



Expert
Advisor

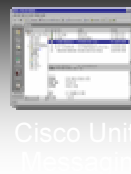


QoS



SD-WAN

Applications



Cisco Unity
Messaging



Unified
MeetingPlace



Unified Customer
Contact Center



Unified Video
Advantage



Unified
Workspace



Unified
Workspace



Unified Mobile
Communicator

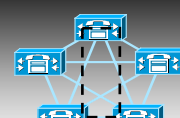
Services



Cisco Unity
Messaging



Cisco Unified
Presence



UCM



HUCS



WebEx Connect

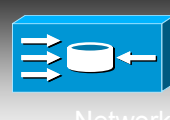
Infrastructure



Routing



Switching



Network
Monitor



Messaging
Gateway



QoS



Security/
Policy



Session Border
Control

Dynamic Monitoring & Safety Response

Branch Security & Surveillance



- IP-based digital video surveillance for security and marketing
- Real-time access to anywhere in the organization
- Detect, Monitor, Respond
- Device agnostic

Branch traffic 09:00-10:00

People per hour: 127

Wait time in line: 3 min

Branch traffic 10:00-11:00

People per hour: 54

Wait time in line: 1 min



Securing the Branch



Branch Security & Surveillance

Benefits:

- Faster response time
- Enhanced compliance
- Accurate customer information
- Management control
- Marketing analysis
- Integrated, open, flexible – use of IP infrastructure

Branch traffic 09:00-10:00

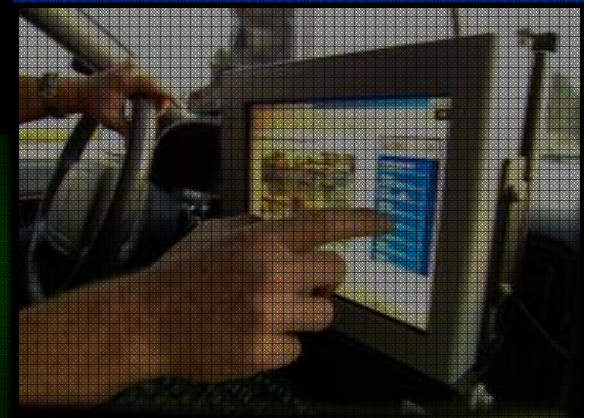
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The Growing Impact of Video Media

Branch Media Solution: Cost effective and efficient messaging

Cisco Digital Media System

Message from the Bank's CEO

CEO on You Tube



Real time Advertising



In Branch Training on
branch desktops




Uniform Product launches



A new Customer Experience



Digital Media: Dynamic Signage

- 
- A woman and a man are seated at a table in a meeting room, looking at a digital display mounted on the wall. The display shows a video of three people in a meeting. The woman is on the left, and the man is on the right, holding a pen and looking at the screen. The background is a plain wall with a wooden door on the left.
- Personalized messaging
 - Targeted Advertising
 - Reach customers at lower cost
 - Dynamic content control
 - Flexibility of use

Customer Interaction Management



- Intelligent Queue Management
- Integrated environment
- Wireless Capabilities
- Skills matching
- Digital signage
- Enterprise TV
- Self-service (web-based ATMs)
- Video



New Business Models to Grow



- Business Goal

Increase deposits, improve retention, market differentiation

- Solution

Attract new customers with branches that have look and feel of retail stores

- Results

Merchandising and packaging bank products like a retail store

First next-generation store brought in \$50 million in new deposits in first 9 months, doubling estimates

Revenue growth >30% CAGR over past five years



Real time Customer Service

Reduce Revenue Leakage

Virtual Expert Management

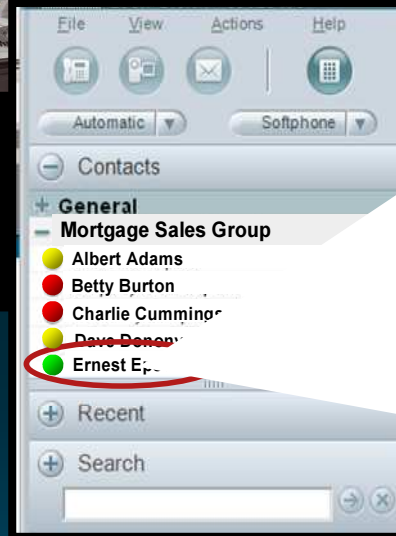
Customer comes into branch or calls calls



I need a new mortgage product; can you assist me?

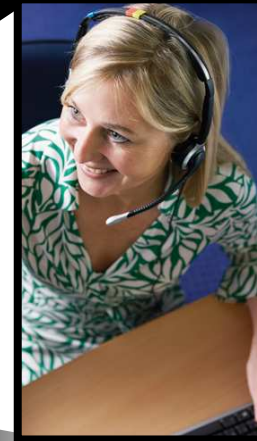
Inquiry outside banker's area of expertise or comfort level

Look for an available mortgage specialist



One Click to Video-call, if needed...

One more click to Share Screen...



Business Value

- Reduce revenue leakage - ~30% of customers return
- Capture potential new revenue otherwise missed
- Scale your human capital and expertise

Enhance Branch Services Experience

Expert on Demand

Customer and Internal Usage

Recruitment

Training & Collaboration

Private Banking advisory



Business Value

- Provide high quality experience for in depth interactions
- Revenue Retention with higher conversation rates using video rather than phone only
- Cross-sell increases - 1.4 products with audio to 2.5 products with video

Example of Virtual Sales Expert implementation

Danske Bank



- In-branch access to experts via video calls, especially in greenfield branches – video-based Relationship Manager
- Early pilots indicate an increase of conversion rate of 25%

Source: Cisco IBSG

Key Competitive Differentiation

An Innovative Service Point - a Leading Dutch bank



***Customer
Experience***

***Reduced Revenue
Leakage***

Competitive edge

Improve TCO

Not Branch of the Future – This is Now!



Sberbank, Russia

The Smart Branch

The Network as the Delivery Platform: Smart Branch

Services and Technologies



X25 over IP networks



IP Telephony



**Video Conferencing:
UC Rich Media & Telepresence**



**Mobility, Security, e-signage and
building management**



E-learning for employees



CCTV integration



Fire Alarms and intrusion detection



**Real time Advertising:
Digital signage**



Smart Branch

- Network as the fourth utility
- Dynamic control of power for PCs, servers, phones
- Dynamic control of building cooling
- Green!

ENERGY DASHBOARD



Summary & Next steps

Cisco's relationship with the finance sector

Where can we help?

- Site **connectivity** with multiprotocol routers
- In-site **communication** with switching
- On-line services with **security**
- **Cost savings** with IP Telephony
- **Branch IT consolidation** with Integrated Service Routers
- **Employee productivity & Customer Service** with Unified Communication
- **Applications performance** improvement with WAAS & ACE
- **CRM** with Unified Call Center
- **Server consolidation** with SAN switching

Financial Services Adoption Roadmap

Cost savings

Sales increase

Consolidation

Convergence

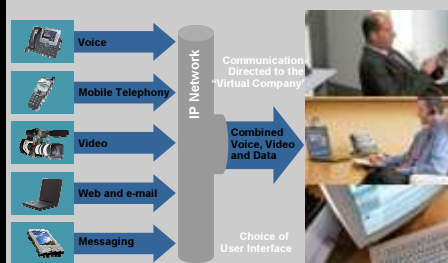
Collaboration

Network core
Datacenter

Branch
optimization

Unified
Communication

Virtual Expert
E-learning



NEXT STEPS

- Engage Cisco in early strategy sessions
- Workshop to map business goals with IT roadmap
- Cisco Professional Services
- Best practice sharing and case studies available from Africa
- Partnerships with local IT companies for deployment, service & support.

THANK YOU !



