Business Challenges in Financial Services
Increasingly, customer expectations are placing intense pressure on the financial services businesses and ultimately on IT. For example, a high-value wealth customer of a large bank may assume that their financial information is integrated across the various systems and services of the entire firm, wherever they go. Responding quickly to these high expectations is difficult, and with fixed budgets and a range of possible solutions, it can be challenging to determine which solutions can best meet customer expectations.

A Move to Many Clouds
The need for additional agility within the financial services industry as well as efficiency and simplified delivery of IT, is driving a rapid shift in attitude toward private cloud adoption, and ultimately hybrid cloud computing. As a recent data point of this shift, a November 2011 survey by Gartner found that cloud computing is the top priority for global financial service CIOs and that 39 percent of those surveyed expect more than half their transactions to be supported via cloud infrastructure and software as a service (SaaS) by 2015.

At Cisco, we see four key drivers behind adoption of cloud computing within financial services:

- **Simplified delivery of IT**: Creating time-to-value differentiation by enabling the deployment of applications, IT services, or infrastructure in minutes “on demand” across the financial institution.
- **Enriched user experience**: Providing a consistent, rich, secure, and integrated user experience for financial customers and employees that is enabled by the cloud “any how, anywhere,by any means” to connect, communicate, collaborate, and execute business.
- **Agility**: Creating an ability to respond to business demands “as needed—when needed” because of an integrated IT supply chain enabled by the cloud that can flex and adapt.
- **Efficiency**: Providing “maximum return on assets—with minimum capital invested” through optimal use of people, processes, and technologies with the new cloud delivery paradigm.

Cisco CloudVerse for Financial Services
Cisco* CloudVerse uniquely combines Cisco Unified Data Center, Cisco Cloud Intelligent Network, and innovative cloud services into an integrated architecture that helps financial firms deliver highly secure, cloud-based services.

- **Cisco Unified Data Center**: Brings together computing, network, and storage resources into an integrated platform for delivering IT services within and between data centers.
- **Cisco Cloud Intelligent Network**: Enhances Cisco routing and switching solutions with cloud intelligence and integrates with Cisco Unified Data Center to create a platform for delivering cloud services to customers, and for connecting with other clouds and automating management.
- **Cisco Cloud Security**: Cisco SecureX Architecture™ provides context-aware security and policy enforcement in both traditional computing and cloud computing environments.
- **Cisco Collaboration Cloud portfolio**: Provides a rich, interactive, and compelling user experience through hosted applications and services based on Cisco Unified Communications, Cisco TelePresence® solutions, and customer contact, meetings, instant messaging, presence, and mobility applications.
- **Cisco Services**: Cisco Services supports Cisco CloudVerse with a portfolio of Cisco Cloud Enablement Services to help financial services companies quickly realize the full value of cloud computing. Flexible commercial terms enable retailers to reduce the risk of moving to cloud-based service delivery.

Benefits

- **Increase agility**: IT can automate management and provisioning of cloud–based services to simplify operations, save time, and help reduce costs. High scalability eliminates the time needed for purchasing and deploying additional infrastructure.
- **Reduce costs**: Virtualization and other features of Cisco Unified Data Center and Cisco Cloud Intelligent Network enable service delivery at a lower cost than traditional infrastructures.
- **Reshape business processes**: Cisco offers important cloud services, such as Cisco WebEx® and Cisco TelePresence, that can help financial firms reinvent fundamental business processes.
Why Cisco?
Cisco has years of experience working closely with retail banks, financial market firms, and insurance providers, and has built a collection of network, security, and management best practices for deploying successful computing environments based on Cisco CloudVerse. Cisco Cloud Intelligent Network architecture and validated network designs have been successfully deployed and tested in Cisco labs.

Learn More Today
Cisco CloudVerse can help you keep up with consumer demands while maintaining security, simplifying operations, reducing cost, and increasing agility.

For more information, visit: www.cisco.com/go/cloud.