

Cisco Digital Branch

Financial Services



Offer connected financial journeys



Empower staff to be customer focused



Improve business execution



Optimize branch operations

Deliver the branch experience your customers desire with the enabling capabilities of intelligent branch infrastructure

Consumers continue to drive the digital enablement of financial services, yet they also demonstrate a strong affinity to branch channels. Recent surveys confirm that consumers in all age groups see value in interactions that take place in today's financial services branches.

The challenge remains, however, for financial institutions to optimize technology-driven capabilities inside branches to efficiently deliver differentiated, enhanced consumer experiences that keep branches relevant and profitable.

Cisco® Digital Branch for Financial Services is an intelligent platform providing advanced connectivity, security, mobility, and analytics capabilities that are foundational to today's dynamic and agile branch business environments.

Benefits

- **Improved branch interactions with mobility.** Deliver a better customer and branch staff experience via guest and secure Wi-Fi.
- **Faster innovation with actionable insights.** Use network analytics to personalize customer engagement and improve productivity.
- **Reduced risks with security everywhere.** Secure customer data and reduce fraud with continuous threat detection and protection.
- **Lower complexity and costs with automation.** Roll out and update branch networks faster and reduce operational costs.

Cisco Digital Branch

With Cisco Digital Branch, financial institutions can:

- Personalize customer experiences for banking, wealth management, small business, and insurance clients
- Attract and retain millennials, improve team collaboration, lower costs, and dynamically manage resource capacity
- Streamline business operations at branch offices
- Manage security, risk, and regulatory compliance

Offers

Build the right foundation with Cisco Digital Branch solution offers:

- **Cisco Secure Branch Fabric for Financial Services**
Support emerging branch business needs with a secure, flexible connectivity platform that's easier to manage and lowers costs.
- **Cisco Secure Branch Mobility for Financial Services**
Improve branch service delivery with a wireless platform that provides business insights and robust security for branch mobile devices.

Deliver an enhanced customer and branch staff experience.

Offer connected financial journeys.

Consumers prefer digital channels when investigating complex financial products. However, they frequently complete these transactions in a branch. Retail financial institutions can leverage the flexible, secure connectivity of Cisco Digital Branch to deliver intelligence from on-premises and software-as-a-service (SaaS) solutions that connect the digital and physical customer experience. The result is a desirable integrated channel experience when branch staff have insight into customers' needs.

Empower branch staff to be customer focused and productive.

Modern branches must be adaptive to serve evolving customer expectations. Intelligent mobility solutions not only provide valuable services such as guest Wi-Fi and secure application access to branch staff, they also provide analytics with insights into branch activity. These insights can be used to trigger dynamic and informed branch engagement through mobile applications using available mobility APIs.

Improve business execution.

Retail financial institutions are rethinking physical space in the branch as transaction activity goes digital and branch advisory services become more important. With Cisco Digital Branch, institutions have a platform for innovative new branch formats that scale with the capabilities and needs of the space. Branch space can become more adaptive through secure mobility that enables staff to better serve customers in any area of the branch.

Optimize branch operations.

Branch optimization strategies are focusing more on measured network expansion in desirable geographic markets. Financial institutions need a new foundational branch infrastructure that can be deployed faster, with services that can be enabled cost-effectively and at scale. With Cisco Digital Branch, an institution's branches can be brought online faster, at a lower cost, and can be managed more efficiently, improving competitiveness and overall branch profitability.

Learn more

Visit us at <http://www.cisco.com/go/financialservices>.