



Cisco DNA for Financial Services Industry (FSI)

Introducing an entirely new era of networking. The Network. Intuitive.

Digital transformation in the financial services industry is fueled by key technologies: mobility, cloud and analytics. This is reshaping customer expectations and attitudes while challenging financial firms to innovate the customer's experience and their own business models. FinTech and InsurTech startups, specialty players, captive finance providers and new delivery channels are upending traditional FSI business models to differentiate customer experiences and optimize operations. This transformation starts with a network that helps financial services firms build customer loyalty and empower the workforce. As technology becomes an increasingly integral part of the business conversation, C-suite and line-of-business leaders and IT must work together to stay ahead of the digital disruption.

Cisco® Digital Network Architecture (Cisco DNA™) for FSI revolutionizes how financial institutions design, build and manage the branch office and corporate networks. It means faster deployment and automated, centralized management of your network so you can get multiple branches up and running in days rather than months. It also offers actionable insights to support more personalized and relevant customer engagement and smarter business operations. With Cisco DNA for FSI infrastructure and solutions, financial institutions can deliver key digital capabilities with a digital-ready foundation – securely, simply and intelligently.

Benefits

- **Faster innovation with actionable insights:** Generate networkwide analytics to personalize customer engagement and improve front- and back-office productivity.
- **Lower complexity and costs with automation:** Roll out and update branch-office and corporate networks faster and reduce day-to-day operational and network management costs with automation, centralized management and assurance.
- **Reduced risks with security everywhere:** Secure customer data and reduce fraud with continuous, faster threat detection and protection and security embedded networkwide.

With Cisco DNA for FSI, financial institutions can:

- Streamline business operations at branch and corporate offices
- Manage security, risk and regulatory compliance
- Personalize customer experiences at wealth management and insurance firms, as well as banking offices
- Enable workforce transformation in front and back offices at financial services branches and corporate offices
- Attract and retain millennials, improve team collaboration, lower costs and dynamically manage resource capacity

And IT leaders in financial institutions will be able to:

- Secure the core, edge, branch, data center and cloud
- Effectively manage risk and regulatory compliance
- Mitigate omnichannel risk
- Connect legacy systems to new systems that provide digital services
- Build an infrastructure that supports upcoming customer trends, line-of-business imperatives and growth
- Simplify operations and reduce costs
- Provide visibility and analytics for faster incident response and insights

Transform financial services with Cisco DNA solutions

Enhance omnichannel customer engagement:

Engage with customers in your branch locations via mobile applications, video and interactive kiosks with Cisco Connected Mobile Experiences (CMX) for location analytics and personalized engagement, along with Cisco DNA Center with the Enterprise Services Automation (ESA) app for automated deployment and provisioning of network services that support end-customer transactions.

Streamline workforce operations:

Improve front- and back-office processes through automation, collaboration tools and digitized workstreams with Cisco DNA Center, the Intelligent WAN (IWAN) app, and Application Visibility & Control (AVC) for application assurance and Enterprise Network Functions Virtualization (NFV) for application hosting and network virtualization.

Facilitate regulatory compliance:

Detect and prevent fraudulent use of the infrastructure in real time in banking and wealth management offices, as well as enabling audit and underwriting management at insurance firms, with Cisco Firepower® and Cisco IOS® Zone-Based Firewall to segment the network, Cisco Stealthwatch® for real-time threat detection and analytics and Cisco DNA Center through Software-Defined Access (SD Access) for software-based segmentation.

Achieve pervasive customer and employee security:

Proactively reduce risks and gain end-to-end security with SD Access for software-based segmentation to limit impact from security breaches, Cisco Firepower and Cisco IOS Zone-Based Firewall for network segmentation to isolate apps, users and devices, Cisco Stealthwatch for real-time threat intelligence and Cisco Umbrella™ for real-time threat defense.

Learn more

Visit us at [Cisco DNA for Financial Services Industry](#).