Retail Banking Industry Imperatives

**Improve Customer Service**
- Customers expect to be able to do transactions anytime, anywhere, on multiple channels—including branches, ATMs, on the web, on mobile phones, and with your contact centers.
- Understanding customer behavior and quickly responding with new and profitable services enables your enterprise to lead in the future.

**Integrate Applications and Data**
- Valuable business intelligence is wasted when it’s locked away in disparate, “siloed” applications across the enterprise.
- Integrating all enterprise data and applications and using more relevant customer information are critical to improving sales and service.

**Maximize Employee Productivity**
- A dynamic, global marketplace demands a more efficient, collaborative, and flexible workforce.
- Boost efficiency, maximize in-house expertise, and deliver more consistent customer service by utilizing Cisco® teleworking, video-conferencing and e-learning applications.

**Reduce Cost and Increase Agility**
- Cost is as important as revenue in the profitability equation.
- Cisco solutions let you realize the maximum value from existing resources and also lower operating costs, even as your channels, applications and services grow.

---

**Cisco Solutions for Retail Banking**

**Cisco Delivered Agility … Enabling You to Act Now**

---

**Customer Interactions & Remote Expert**
- Enable branches to offer advisory services instead of just transactions
- Increase products per customer
- Improve branch and multichannel sales
- Maximize utilization of experts for mortgage, wealth management, business lending
- Enable delivery of broader offerings at every branch

**Virtualization Experience Infrastructure (VXI)**
- Accelerate the rollout of new products and services to branch offices
- Simplify software application deployment and upgrades
- Streamline compliance with corporate and regulatory requirements
- Enhance employee efficiency across branches, contact centers, mobile staff, and corporate offices
- Deliver a superior end-user experience with rich media, voice and video collaboration capabilities

**Bank TV/Marketing and Corporate Communications**
- Use as single screen or bank media wall
- Provide rich media tailored to branch demographic
- Leverage inactive TelePresence screens for content delivery
- Deliver live and on-demand video for customers as well as corporate communications, executive announcements and new product introductions

---

**Lobby Ambassador**
- Create virtual concierge service
- Right-size branch staff
- Push button to connect
- Deliver a quality experience with high definition video and audio
- Use video for branch training and bank executive broadcasts during off hours

**Workshop & Training**
- Provide one-to-many workshops across all branches
- Leverage bank’s subject matter experts for customer training/education
- Conduct regional and branch to branch meetings
- Broadcast executive messages live and on demand
- Push signage updates between live meetings

**Virtual Workers**
- Enable a mobile workforce, extending applications to the home office
- Optimize virtual contact center agents and mobile experts
- Increase employee productivity by removing commute time
- Contribute to corporate carbon footprint initiatives

---

**Lobby Ambassador**
- Centralized Architecture
- Consolidated server strategy with all branch servers centralized in the Data Center

**BRANCH**
- Integrated Networks
- Security
- Virtual Presence for Remote Expert
- 3G/CDMA based WAN Backup Capability
- Wireless Access and Mobility
- Digital Media for client education

**VIRTUAL BRANCH**
- Self Service, Video & Voice customer service
- Video for Remote Expert
- Digital Media for client education

**CONTACT CENTER**
- Centralized Experts
- Intelligent Customer Routing (route client calls to a branch during normal branch hours)

**DATA CENTER**
- Centralized Architecture
- Consolidated server strategy with all branch servers centralized in the Data Center

---

**HOME OFFICE**
- Broadband
- Home Based Expert
- Integrated Services Router (Cisco ISR 800)

**BROAD OFFICE**
- T elePresence for Remote Expert
- Digital Media for client education

---

**Workshop & Training**
- Provide one-to-many workshops across all branches
- Leverage bank’s subject matter experts for customer training/education
- Conduct regional and branch to branch meetings
- Broadcast executive messages live and on demand
- Push signage updates between live meetings

---

**Virtual Workers**
- Enable a mobile workforce, extending applications to the home office
- Optimize virtual contact center agents and mobile experts
- Increase employee productivity by removing commute time
- Contribute to corporate carbon footprint initiatives

---

**Customer Interactions & Remote Expert**
- Enable branches to offer advisory services instead of just transactions
- Increase products per customer
- Improve branch and multichannel sales
- Maximize utilization of experts for mortgage, wealth management, business lending
- Enable delivery of broader offerings at every branch

**Virtualization Experience Infrastructure (VXI)**
- Accelerate the rollout of new products and services to branch offices
- Simplify software application deployment and upgrades
- Streamline compliance with corporate and regulatory requirements
- Enhance employee efficiency across branches, contact centers, mobile staff, and corporate offices
- Deliver a superior end-user experience with rich media, voice and video collaboration capabilities

---

**Bank TV/Marketing and Corporate Communications**
- Use as single screen or bank media wall
- Provide rich media tailored to branch demographic
- Leverage inactive TelePresence screens for content delivery
- Deliver live and on-demand video for customers as well as corporate communications, executive announcements and new product introductions