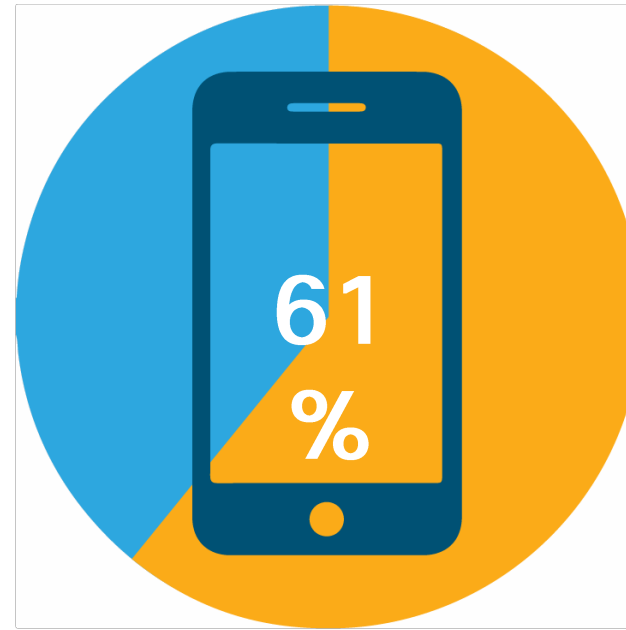


What will banking look like in 2021?



Customer preferences are rapidly shifting toward digital banking experiences.

Almost all aspects of mobile banking showed significant growth in 2016.



61% of customers used their mobile phone to bank.



Half of these customers preferred using mobile apps.



44%
use apps to check their balances



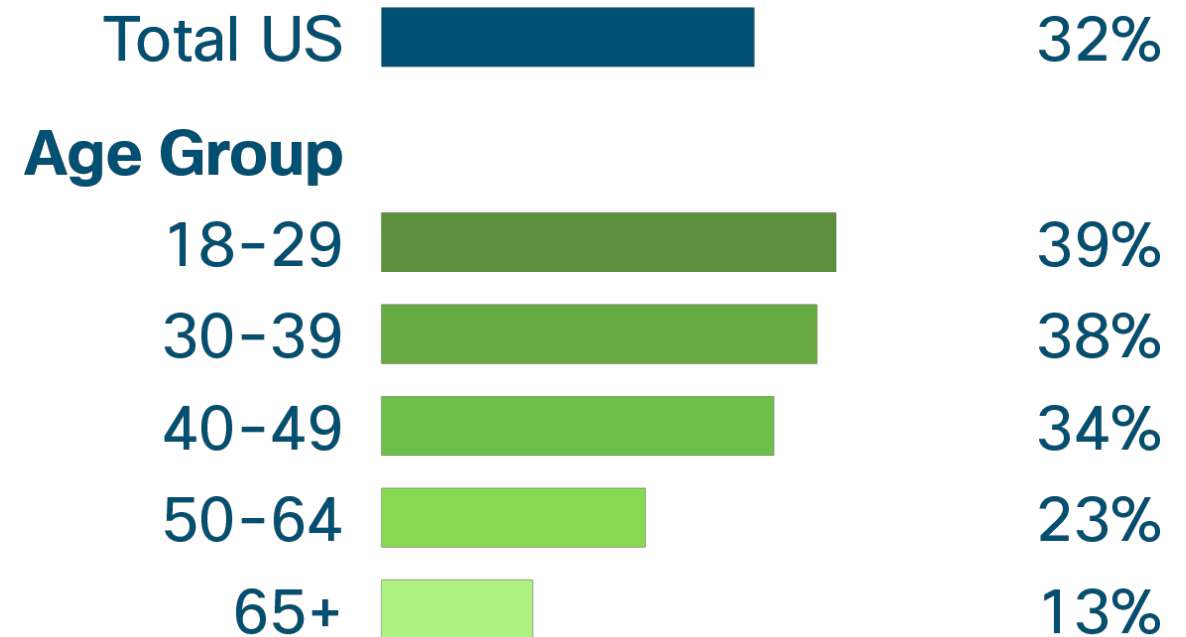
29%
use apps to pay their bills



22%
use apps to send money to others

Customer experiences don't only happen inside banks or on computer screens anymore, thanks to digital devices and ubiquitous internet connection.

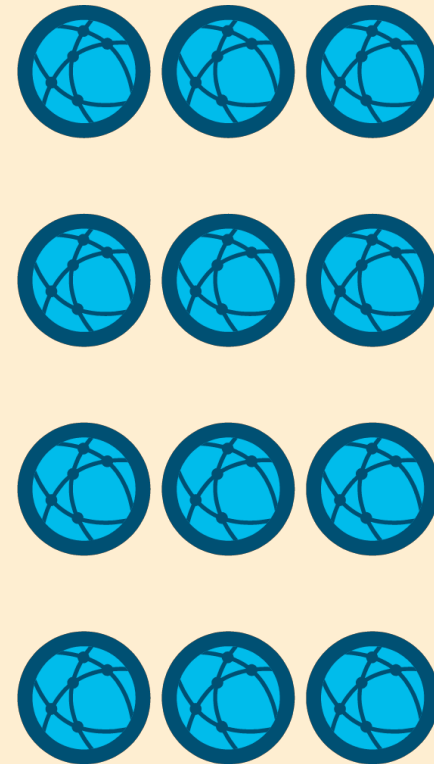
Percentage of U.S. adults who use a banking app on their smartphone at least *weekly*:



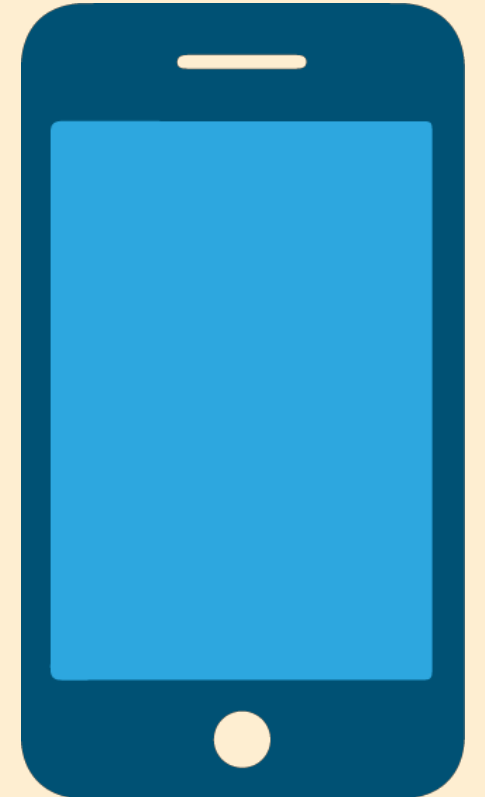
The world is changing so quickly that it's not enough just to stay up to date.

To compete effectively, all organizations must work proactively to get ahead of the trends.

In 2021, U.S. mobile data traffic alone will be 12X the volume of the entire U.S. internet in 2005.



2005

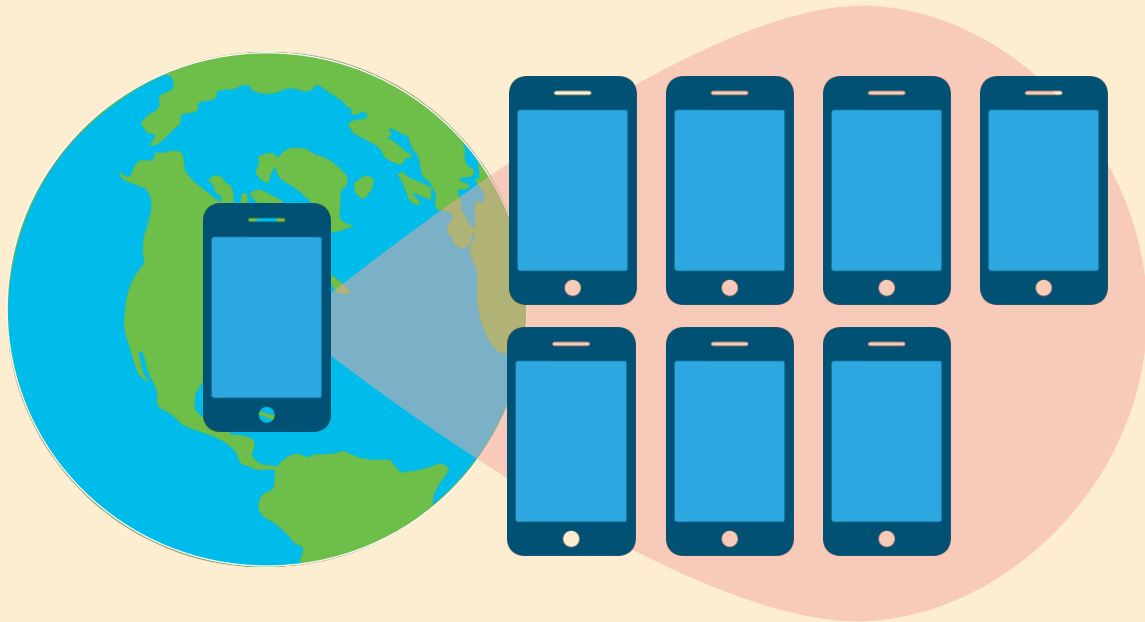


2021

So what do you need to know about internet trends over the next five years?

Mobile data use will skyrocket.

Globally, mobile data traffic will increase **seven-fold** between 2016 and 2021.



2016

2021

In the U.S., mobile data traffic will grow **four-fold** from 2016 to 2021 at a compound annual growth rate (CAGR) of 34%.



2016

2021

We will become increasingly outnumbered.

In 2016,
there were

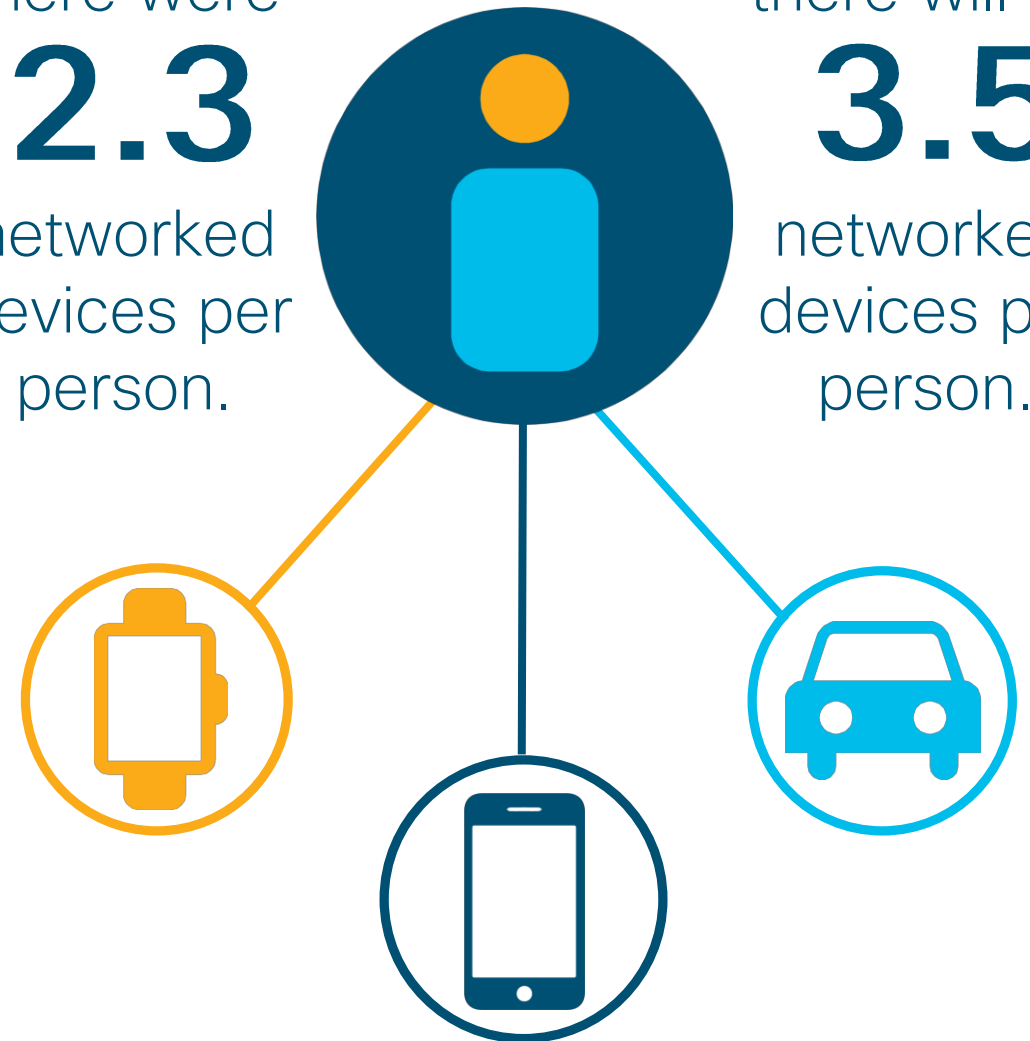
2.3

networked
devices per
person.

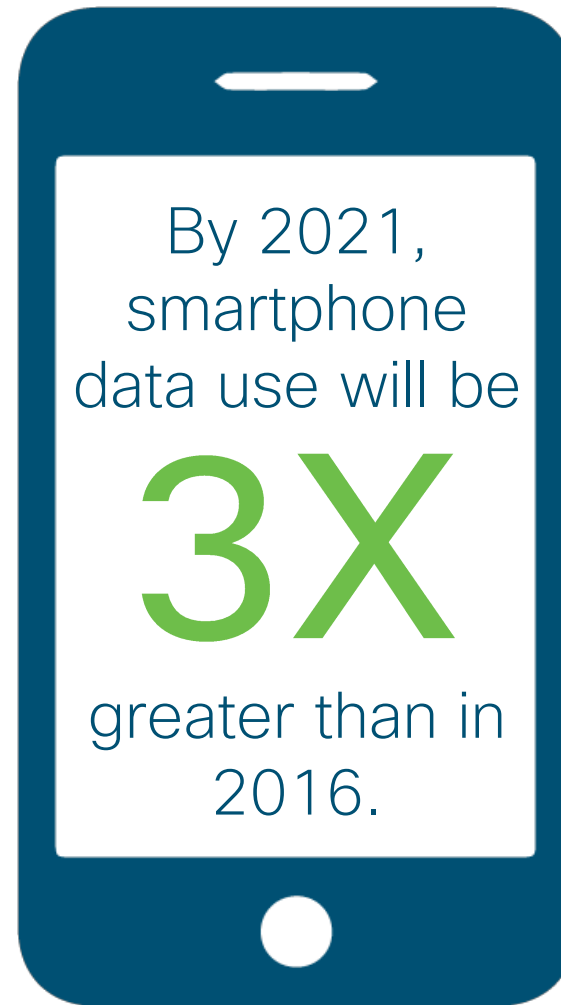
By 2021,
there will be

3.5

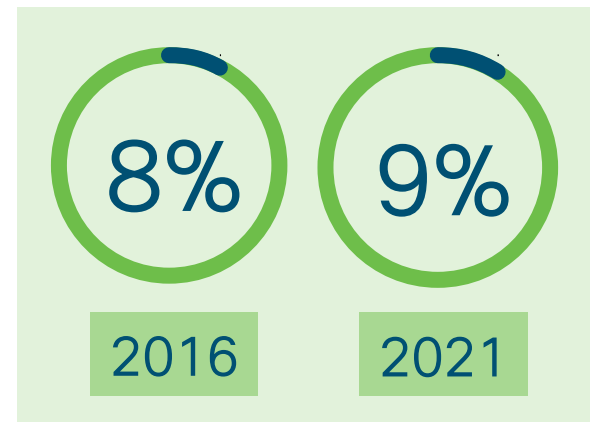
networked
devices per
person.



Customers in the U.S. will adopt different types of devices.

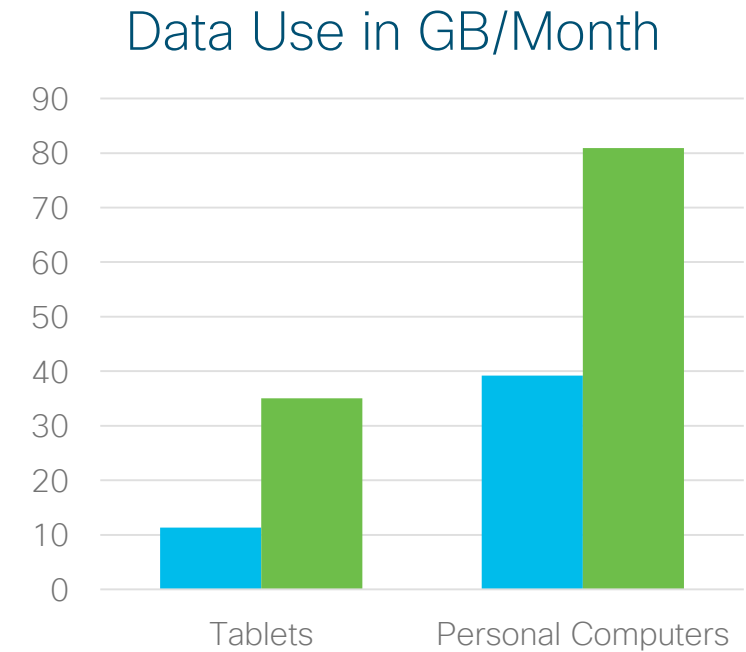


However, they will make up a smaller percentage of the total networked devices.

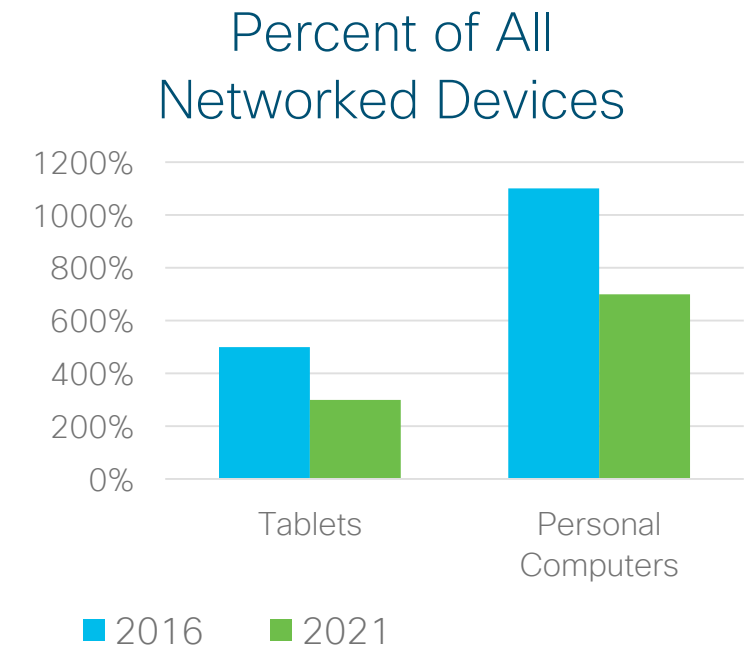


Tablets and PCs will be used less but require more data when they are used.

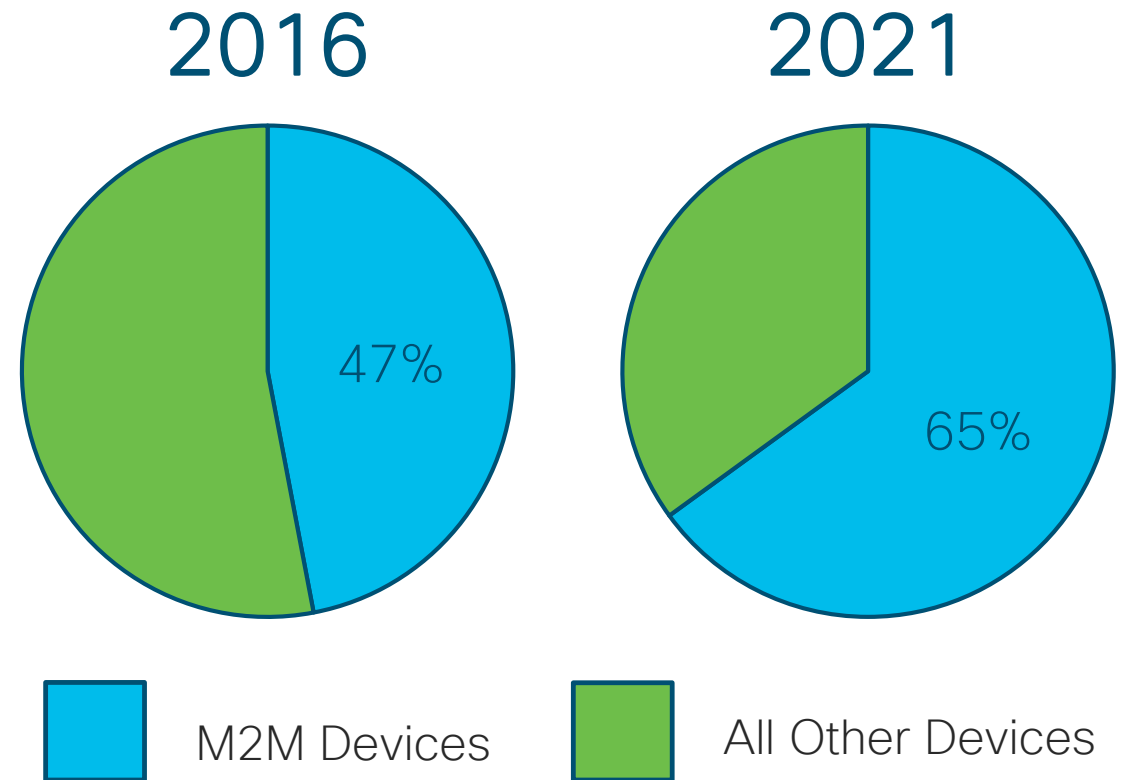
Compared to 2016, tablet data use will **triple** by 2021, and PC data use will **double**.



However, tablets and personal computers will represent a smaller percentage of total networked devices.



Machine-to-machine (M2M) devices will account for more than half of networked devices.



Between 2016 and 2021, the number of M2M devices will grow 18%, at a 19.1% CAGR.

Video will take over.

In 2021...

It would take more than

**5 million
years**

to watch the amount of video that will cross global networks each month.



In 2021...

**148,114
minutes**

of video will be
streamed or
downloaded every
second.

There's a traffic jam ahead!

In the United States, Wi-Fi traffic will grow three-fold from 2016 to 2021 at a CAGR of 26%.



Global and U.S. mobile data traffic will grow twice as fast as fixed traffic from 2016 to 2021.

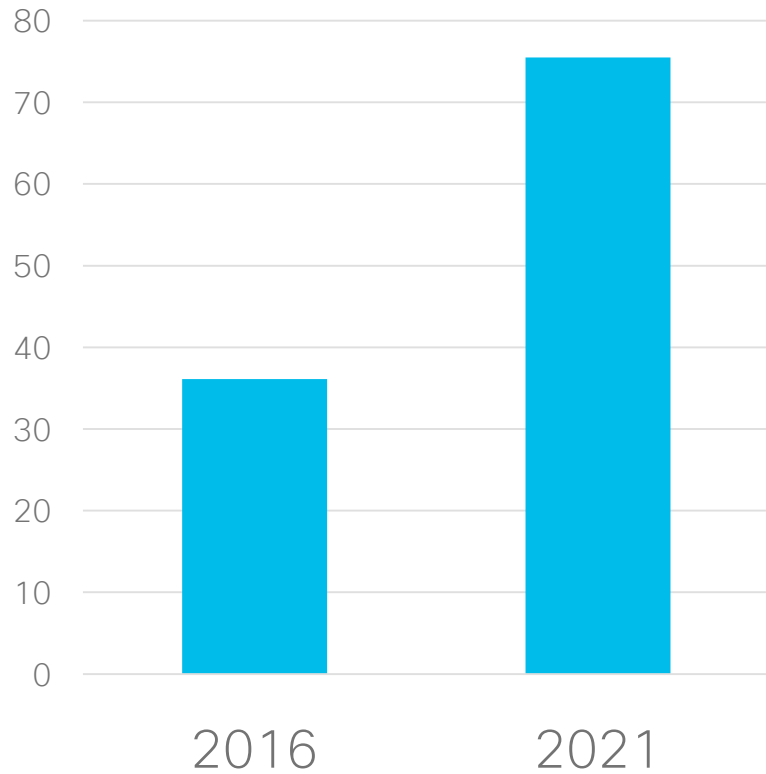


You think consumers
demand fast now.

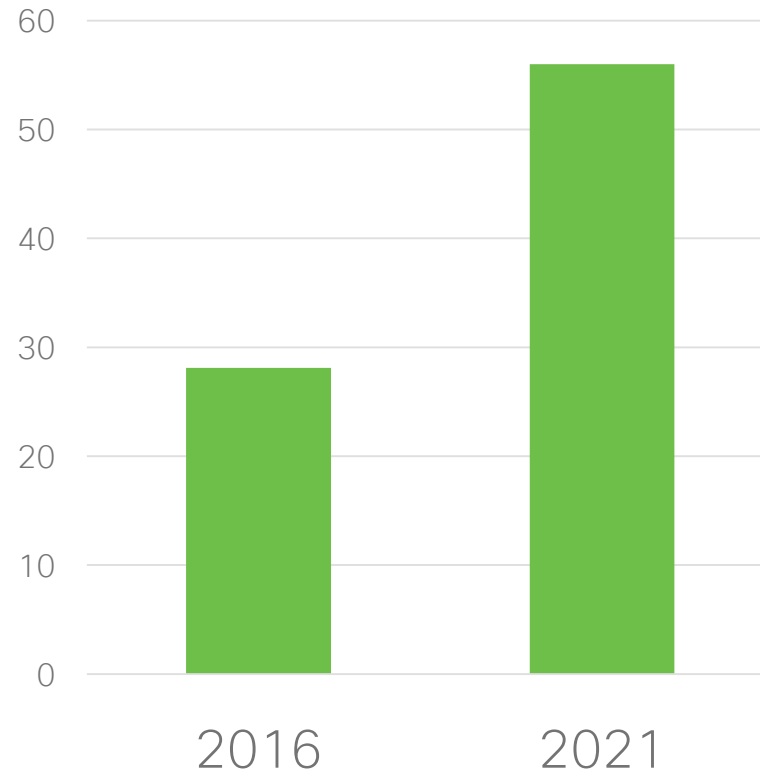
Wait until they expect 2X
the speed in only 5 years.

In the U.S., average speeds will double.

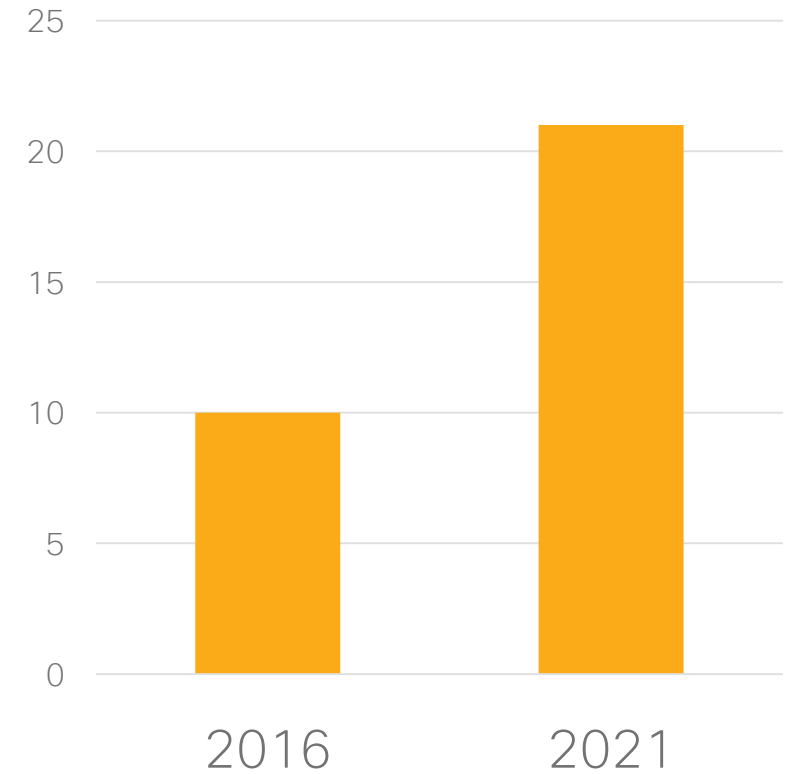
Fixed Broadband Speed
(MBPS)



Wi-Fi Speed
(MBPS)



Mobile Speed
(MBPS)



Top 3 takeaways for banks

Tip #1: Invest in a smart network.

Demands on networks will intensify as the number of devices and amount of data increase—and higher speeds are needed.



The first step in transforming traditional FSI business models is implementing a [network](#) that is constantly learning, constantly adapting, and constantly protecting.

Tip #2: Prioritize cybersecurity.

The continued proliferation of mobile and wireless demands a lens on [cybersecurity](#) inside the network, focused on detection and response through analytics, big data, and machine learning.



With Active Threat Analytics, Cisco has been very successful in identifying anomalies to get time to detection down from months to hours.

Tip #3: Prepare to support video.

Networks that can handle the speed and data load required for video streaming will become priority capabilities for financial services.



[Remote experts](#) and interactive ATMs with remote tellers will become the norm as consumers become more accustomed to watching, using, and sharing video.

Mobile-first was only the beginning!

From customer expectations, fintech, regulations and compliance, artificial intelligence, cybersecurity, government shifts and more, financial services faces mounting challenges.

For more information on internet trends,
see the 2017 Visual Networking Index:

[View the full report](#)

[View the highlights](#)



For information on how you can simplify operations and IT inside a world of change, check out our new e-book:

Transforming Financial Services

