

# Making the connection for financial services



**Bringing connectivity, the cloud and security together might sound complicated. We're here to help you join the dots.**

Whether you're a retail or investment bank, wealth manager or insurance firm, it's vital that the experience between in-branch and online is seamless and intuitive. It must be secure too. Covid-19 has changed the cyber risk landscape, introducing both new vulnerabilities and new attempts to manipulate them.

In this economic downturn, banking customers continue to have high expectations when it comes to service and innovation, seeking more value-adding services and richer experiences—and are fully prepared to switch to a competitor if their needs aren't being met.<sup>1</sup>

That's why an integrated approach to connectivity, the cloud and security can be a game changer for financial services.

## Connectivity

Network downtime can lose financial service providers money and customers. When productivity and reputation is also at risk, a world of banking anytime any place calls for more sophisticated and reliable connectivity.

Software Defined Networking (SDN) creates a virtual network that allows you and your service provider to deliver and manage connectivity remotely and securely.



## The cloud

Start saying goodbye to paper processes. Lower operating costs, easier interoperability and mining data for compliance and anti-money laundering are fuelling the move to the cloud.

This transition means choosing the right cloud for the job, and having the expertise and services on hand to support migration and management.

## Security

Cybercriminals have only upped their game since Covid-19, targeting stretched organisations and staff working from home. Consistent, uncompromised customer care demands vulnerabilities are spotted before they're exploited.

With the right protection and controls in place, you can safeguard your data, support compliance and ensure business continuity.



**Viewing connectivity, the cloud and security in isolation will hold back your digital transformation efforts. By bringing them together in a unified strategic move, you'll soon see the benefits.**

- Risk protection**  
Secure your network and cloud services
- Total confidence**  
Optimise your applications
- True adaptation**  
Manage traffic and enhance productivity
- Real scalability**  
Prioritise visibility and agility for growth
- Simplified management**  
Time and cost savings make life easier

**A joined-up approach creates an IT environment that's ready to respond to change fast**

## See what's possible in financial services

### Maintain secure communications

**Keep sensitive financial data secure across all customer touch points, reducing the risk of cyberattacks and staying compliant with regulations.**

#### How?

Secure cloud applications with identity management enable your employees to work securely and at speed with Zscaler Internet Access and private access solutions.

Install intrusion detection and prevention at the network edge to prevent threats invading your network.



### Improve people's safety and wellbeing

**As financial services professionals balance in-person and remote working, technology that is safer and more secure is imperative.**

#### How?

Rigorous assessments detect weaknesses in your security, ranging from penetration testing to phishing awareness.

With Meraki Wi-Fi, you can track the flow of people around a building, and Wi-Fi products that give you detailed location analytics on people and key assets.



### Manage peak workloads

**Gain the ability to scale up or down to accommodate everything from a lull in loan applications to the year end rush.**

#### How?

New-found agility from cloud migration means you can focus on tool creation and SaaS applications that support more efficient business processes.

You can also give cloud apps such as Microsoft Teams Voice Calling priority across your network so that employees can collaborate remotely without disruption.



## Introducing SDN and Cloud & Security from Vodafone Business

### SDN

**Bring new levels of intelligence, visibility and control to the local and wide area network.**

- Customise the network for different sites
- Prioritise traffic on the best performing paths
- Have more control of the network with our self-serve portal

### Cloud & Security

**Enable the seamless, secure flow of data between your people, places and devices.**

- Establish a flexible, scalable cloud environment
- De-risk your cloud strategy
- Make cloud management simpler and more effective

## Why Vodafone?



**The UK's best network**  
Voted by readers of Trusted Reviews\*



**Super secure**  
We have successful partnerships with market leading security organisations



**Range of solutions**  
We have a tailored portfolio of cloud, network, edge, IoT and security solutions



**Connectivity specialist**  
We have Europe's largest 5G network<sup>1</sup> and carry about a fifth of the world's internet traffic



**Market leader**  
A recognised leader in SDN services by Forrester Wave 2020 and Gartner Magic Quadrant for Managed Network Services, 2021



**Single point of contact**  
We keep operations in-house to help you get going faster



**Quality cloud connections**  
We have over 30 Terabytes per second (TBps) of private peering connections to more than 200 content cloud providers

## Realise the potential of SDN and Cloud & Security

Want to supercharge your transformation and know more about bringing SDN and Cloud & Security together?

Contact your account manager, or visit [vodafone.co.uk/business](https://vodafone.co.uk/business)



<sup>1</sup> <https://honest-opinion.com/campaigns/open-minded-banking/>  
\* Vodafone received 59.88% of the votes for the "Best Network Provider" category vs competitors, by readers of Trusted Reviews who voted in the Mobile poll. As of October 2020. 1 as of 18th Jan 2021.