

# Ready Finance Tech Guide Investment Banking



**Vodafone**  
Power to you



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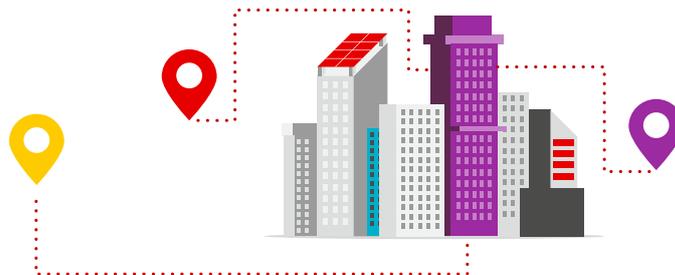
# Ready Business

We define 'business readiness' as being able to cope with both the foreseeable and unforeseeable in today's rapid social, technological and economic changes. Businesses that are able to react quickly to change can prosper and survive. Those that cannot take advantage of the opportunities that constant change brings can risk failure. We help businesses to achieve:

## Better connected employees



## Better operational agility



## Better customer engagement



# 1 The opportunity in summary

## **Create a more dynamic organisation**

Investment banks that move to a flexible infrastructure can adapt more quickly and safely to the changing world of financial services. With new legislation and evolving customer expectations putting many on the back foot, those who turn to new, innovative technology can seize the moment, better engage their customers, and grow their business.

By running your organisation on a more dynamic operating model, you can deliver the data, applications and communications to stay ahead of the competition, without increasing your costs. And by moving your business to the cloud, you can dramatically lower your Total Cost of Ownership. Plus, the latest technology can bring you closer to your customers, so you're able to offer them a more profitable and rewarding service.

More than ever, financial organisations should invest in their own resilience. Harness the power of the cloud to transform the way you manage your IT, and inspire flexible ways of working. By giving people the tools to work how, where and when they want, you're able to respond to new market opportunities faster.

By moving your data, server, security and storage infrastructure to the cloud, you'll no longer need to host and manage everything on-site. Transform your legacy IT systems and enable your staff to focus on their jobs of driving growth.

## **Take an innovative approach to compliance**

Since the economic downturn of 2008, new regulation has meant investment banks frequently have to prove they're strong, robust and won't fail. But these laws often hamper growth. By moving to a flexible, efficient operating model, it's easier to adapt to new legislation, operate with greater transparency and reduce risk.

The latest technology will help you to handle more information, while giving you the time to report asset, liability and risk position to regulators – in a more intelligent and automated way.



### **Empower your employees**

Recruiting the best new talent to your firm is paramount. There's a lot at stake, as these people could become the next big names in the industry and drive profits for their respective employers. Crucially, you need to give them a reason to choose you: smarter ways of working that prove your business is invested in the future and gives younger staff the means to work how they want, where they want.

Deploy mobile working and collaborative technology across your business to help staff communicate across increasingly virtual and dispersed teams. With the best possible tools, your employees will be happier, more productive, and better able to capitalise on new market opportunities.



## 2 Use case: Inspiring change in traditional investment banks

We help large investment houses use technology to support business growth, to become operationally leaner and to offer a bespoke service to blue chip clients.

- Provide teams with **smartphones and tablets** so they can communicate instantly with colleagues, wherever they are
- Implement a **secure hosted mobility solution** to manage your mobile device estate
- Integrate **fixed and mobile telephony, messaging, fax and conferencing** – for predictable costs and to ensure your employees have access to services wherever they are based
- Seeing is believing – use **video communications** to enhance collaboration across your teams
- Put in place **secure mobile device management** solutions to help staff work confidently knowing sensitive data won't fall into the wrong hands. Plus, if a device is lost or stolen, it can be locked and wiped remotely
- Move operating models from slow legacy infrastructure to secure hosting, using **cloud-hosted core systems and applications** for faster deployment of services to staff and clients
- Take advantage of **'virtual' infrastructure** to scale usage depending on needs – reducing costs and freeing up resources
- Use secure, fast networks on trading platforms to minimise latency and delays, as well as helping to align processes with new **FinTech solutions**
- Make use of **wearable technology** so investment analysts can receive a customised stream of information to keep the firm on top of any market movements
- Implement **mobile-enhanced authentication** to verify that an individual using a smartphone to access services actually owns the phone



- Quickly set up short-term ‘war rooms’ with **secure unified communications** to support large-scale mergers and acquisitions
- Implement cloud-based **mobile network recording solutions** to record network and media securely – with a history that can be analysed and searched for key words

Using new technology and analytics dashboards, the business can enhance its communications and go further than legislation compliance – to proactively manage risk and prevent issues from escalating into larger problems.



## 3 Making it happen: Practical considerations

### **Develop a strategy**

It's important to scope the project first and define your objectives. How do you want to differentiate your business and offer a better customer experience? Choose the solution, or number of solutions, that will help your business get to where you want it.

### **Identify and pilot specific use cases**

Often, there are too many barriers facing financial organisations to jump straight into large strategic change programmes. A pragmatic step is to identify specific use cases, like network-connected tablets for field advisors, and test their performance. This acts as a proof of concept and helps to show the positive impacts of digital transformation.

### **It's about people, not technology**

To get the most from technology, people must embrace, learn and use it. Great features don't sell themselves; a critical part of any initiative's success is working with people so they know how their ways of working will be improved. People can be concerned about change, so it's vital to get them on board early.

### **Service and support. It's not an IT project, it's a business project**

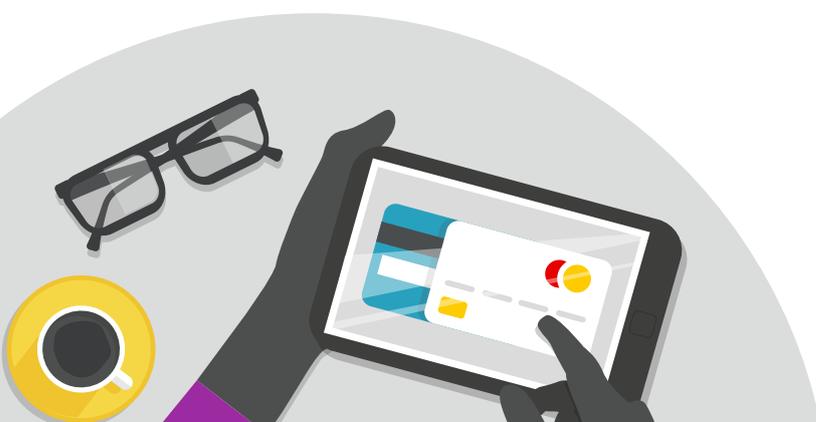
Most technology goes further than just changing the IT function; it transforms how the whole business operates. It solves compliance issues, improves customer experiences, and boosts customer retention and loyalty. To get buy-in from key decision makers, work closely with each part of the business that will be using new technology.

### **Set out your vision**

Large-scale change requires a good deal of leadership, careful thinking, and investment – as well as commitment from key stakeholders. Map out your plan and ensure that everyone is on board.

### **Service and support**

You'll need help setting up your communications infrastructure, as well as continued support from your provider. Decide what support you'll need and how much in-house expertise is needed, and choose a solution that gives you a dashboard that monitors your entire network.



# Getting started

## Further reading

### Case studies

<http://www.vodafone.co.uk/business/why-vodafone/case-studies/index.htm>

### Integrated solutions

<http://www.vodafone.co.uk/business/solutions/integrated-solutions/index.htm>

### Collaboration and productivity

<http://www.vodafone.co.uk/business/solutions/collaboration-and-productivity/index.htm>

### Contact centre

<http://www.vodafone.co.uk/business/solutions/contact-centre-solutions/index.htm>

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