SHOWCASE

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Modernizing Financial Services Across the Hybrid Multi-cloud With Nutanix

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Abstract: Financial services organizations are navigating unprecedented IT complexity as they embrace hybrid multi-cloud environments to drive digital transformation while maintaining legacy systems. This complexity, fueled by cybersecurity threats, regulatory demands, and the need for innovation, requires a shift toward architectures optimized for hybrid multi-cloud. Nutanix offers a unified, secure, scalable platform that enables financial services firms to modernize infrastructure and applications without disruption. By delivering operational resilience, regulatory compliance, and support for AI-driven innovation, Nutanix empowers organizations to reduce complexity, enhance agility, and thrive in a competitive landscape.

Financial Services Firms Battle Growing Complexity in a Fast-moving World

Financial services organizations are looking to leverage hybrid multi-cloud environments aggressively to drive their digital transformation. But they are embracing those transformational technologies in addition to continuing to use their existing applications. That is driving up overall IT complexity to unprecedented levels, creating inefficiencies and risks for the business. To address the issue, financial services organizations need to transform their environment at a foundational level to create a modern architecture optimized to take advantage of a hybrid multi-cloud environment. By doing so, financial services organizations can truly take advantage of the innovations and capabilities that the rapidly evolving technology landscape has to offer.

It is an important step to take, considering the multiple priorities that today's financial services organizations must manage. Those priorities include:

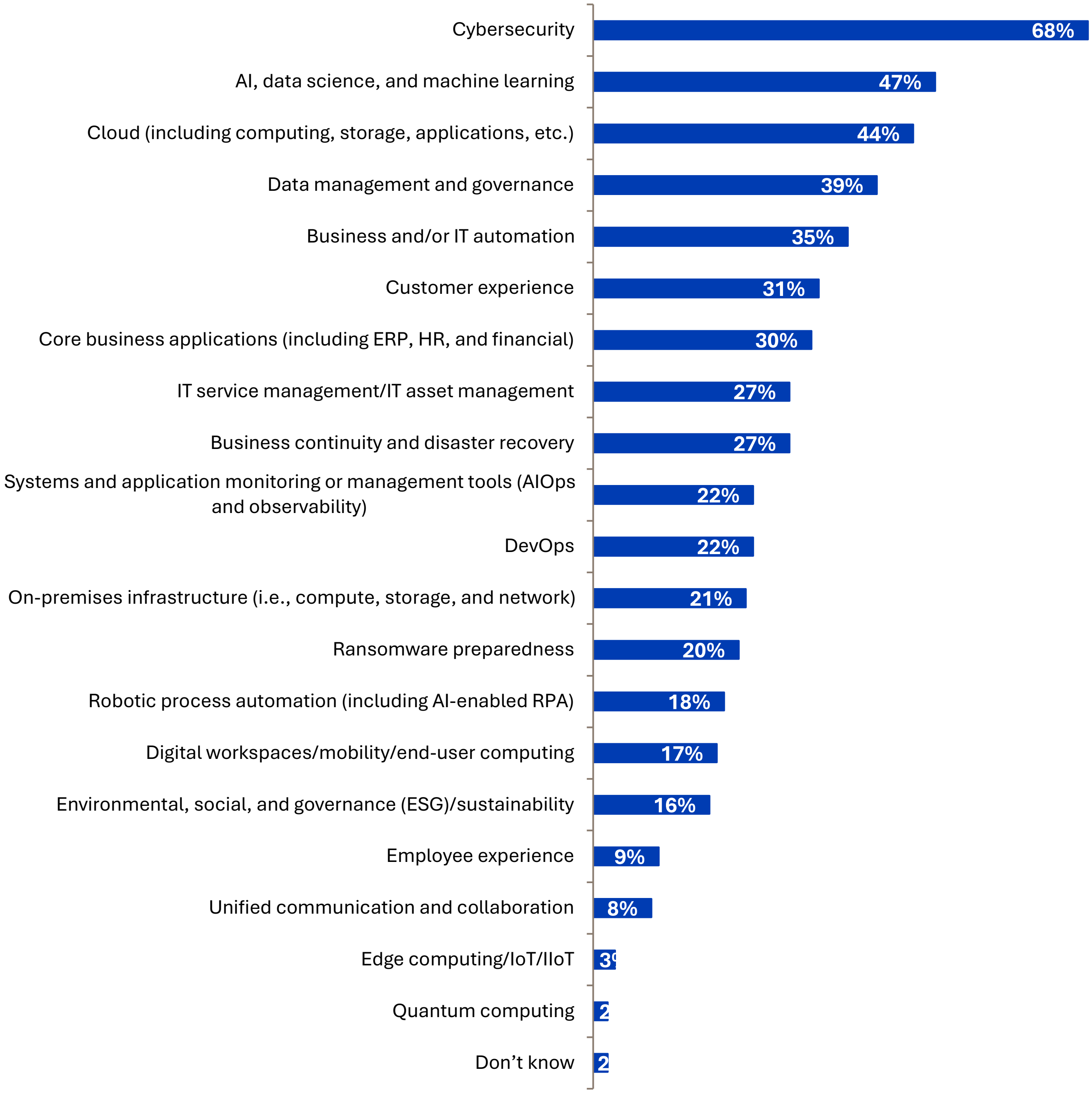
- **Ensuring operational resilience.** Critical financial-related systems, services, and applications need to run without interruption. That requires a resilient infrastructure designed with built-in business continuity (BC) and disaster recovery (DR) capabilities such as rapid recovery and automated failover. This ensures continuous availability of core banking systems, payment processing platforms, and customer-facing applications. It also helps the organization meet rigorous regulatory requirements, such as the Digital Operational Resilience Act (DORA). As Figure 1 shows, 29% of financial services organizations said BC/DR has become significantly more important to them over the last two years.[1]
- **Embracing public cloud innovation.** Banks and other financial services organizations were among the earliest adopters of cloud services, taking advantage of cloud-based innovations and flexible scale models for applications such as mobile banking.

[1] Source: Enterprise Strategy Group (now Omdia) Research Report, *2025 Technology Spending Intentions Survey*, December 2024. All research references in this Showcase have been taken from this research report.

- **Leveraging AI.** That cloud adoption trend is set to continue as financial services organizations now seek to leverage more recent public cloud innovations, especially in the area of advanced artificial intelligence and machine learning. As Figure 1 shows, AI, data science, and machine learning applications have become quite important to financial services organizations over the last two years. The key challenge is how to effectively move from proof-of-concept to production while maintaining secure control, especially for AI applications that leverage both on-premises and cloud-based environments.

Figure 1. Key Technology Initiatives for Financial Services Organizations

Which of the following broad technology initiatives have become significantly more important to your organization's future over the past two years? (Percent of financial services



Source: Omdia

- **Managing on-premises and private clouds.** Many financial services firms have large estates of on-premises applications, including critical, sensitive, compliance-oriented systems for core banking, payment processing, and risk management. By running these systems on premises, financial services organizations gain enhanced security, granular control, and predictability. They can also ensure that stringent regulatory and data sovereignty requirements are being satisfied, while providing high-availability performance for mission-critical systems. Many organizations are looking to modernize those legacy environments by moving them to a virtualized or even cloud-native infrastructure. However, they want to do it at their own pace and not necessarily by moving the legacy environments to a public cloud.
- **Handling the evolving security and regulatory landscape.** Strict financial services regulations such as DORA have implications for all companies operating in the European Union, and they require organizations to strengthen their resilience, security, and compliance capabilities. Cybersecurity is highly important to financial services organizations: The task of maintaining customer trust through robust security measures in a rapidly evolving cyberthreat landscape is a vitally important one.
- **Thriving in a growing competitive environment.** The need to innovate to stay competitive has always driven the financial industry, but the imperative is stronger than ever with the emergence of neo-banks and similar organizations that are digitally native and, thus, can innovate without concern over legacy-related roadblocks. Established brick-and-mortar financial services organizations must find ways to drive innovation forward without compromising on reliability, cost, compliance, and/or security.

As a result of those factors, many financial services organizations find that their operational imperative has shifted. This is no longer about whether they move to the public cloud or stay on premises but how they best leverage that blended environment in a way that enables the business, rather than becoming a drag on it.

Challenges Remain

Standing in their way, however, is growing complexity. According to Enterprise Strategy Group (now Omdia) research, almost two-thirds of financial services organizations (63%) said that their IT environment had become more complex over the last two years, with almost one in five (19%) saying this complexity increase had been substantial. Key drivers of complexity for financial services organizations include the evolving cybersecurity threat landscape, major digital transformation initiatives, the need to use application architectures such as containers, new security and data privacy regulations, higher volumes and variety of data sources, and the need to manage all of it across a combined on-premises and hybrid cloud environment.

A key issue is that alternative and legacy solutions were not engineered from the ground up to support a hybrid, multi-cloud environment. This is a fundamental limitation; the "control plane" for a modern IT environment must span the hybrid multi-cloud. If it doesn't, organizations must invest in software and skills to maintain discrete islands of infrastructure, either on premises or off premises, with little integration between the two. It is a suboptimal approach that pushes up software licensing costs and operational/staffing costs to essentially maintain two separate environments.

It also inhibits innovation, scale, and agility because it's much more difficult to plan and execute data migrations and application rebalancing across the on-/off-prem locations or to evolve from virtualization-centric applications to cloud-native, container-centric workloads. This is likely to become more of an issue as organizations continue to deploy production-scale AI workloads that tend to run on container-based architectures and need to take advantage of both on-prem and cloud-based data and other capabilities.

Siloed environments might introduce security, compliance, and resiliency risks, too, since there's no global view of the environment. This means security and compliance policies, data guardrails, and so on must be formulated and enforced strictly within each location, with limited ability to consistently apply them across the entire hybrid multi-cloud environment.

Additionally, legacy on-premises infrastructures are often built on three-tier approaches in which storage, servers, and the network serve separate, disparate functions. That adds a further layer of complexity, making it difficult to modernize and slowing down innovation.

In summary, financial services organizations need a fresh approach that enables modernization across two dimensions:

- Infrastructure evolution, which involves modernizing three-tier environments, expanding or building private and hybrid clouds, and evolving toward hybrid multi-cloud architectures—all while supporting operational control and alignment with regulatory expectations for mission-critical workloads.
- Application transformation, which enables the development and deployment of cloud-native capabilities without disrupting the stability or operations of existing proven systems. In short, it is a flexible, versatile environment that supports critical applications and next-generation AI, analytics, and modern data-based workloads and initiatives.

Nutanix Offers Operational Control and Consistency Across the Hybrid Multi-cloud

Nutanix is a well-established player, not only in the enterprise IT segment in general, but also within the financial industry vertical specifically. Financial services organizations choose Nutanix for its combination of reliability, maturity, simplicity, and power, all wrapped in a software-defined platform.

The Nutanix platform combines multiple infrastructure elements—including server, storage, and networking; a choice of virtualization engine; and an optional Kubernetes container environment—all integrated into a single platform with a common management layer and embedded policy-based security.

This approach enables financial services organizations to deploy an optimal blend of functionality, adding and scaling as requirements evolve. Organizations no longer have to guess about resource requirements up front; additional resources can be seamlessly added to the platform.

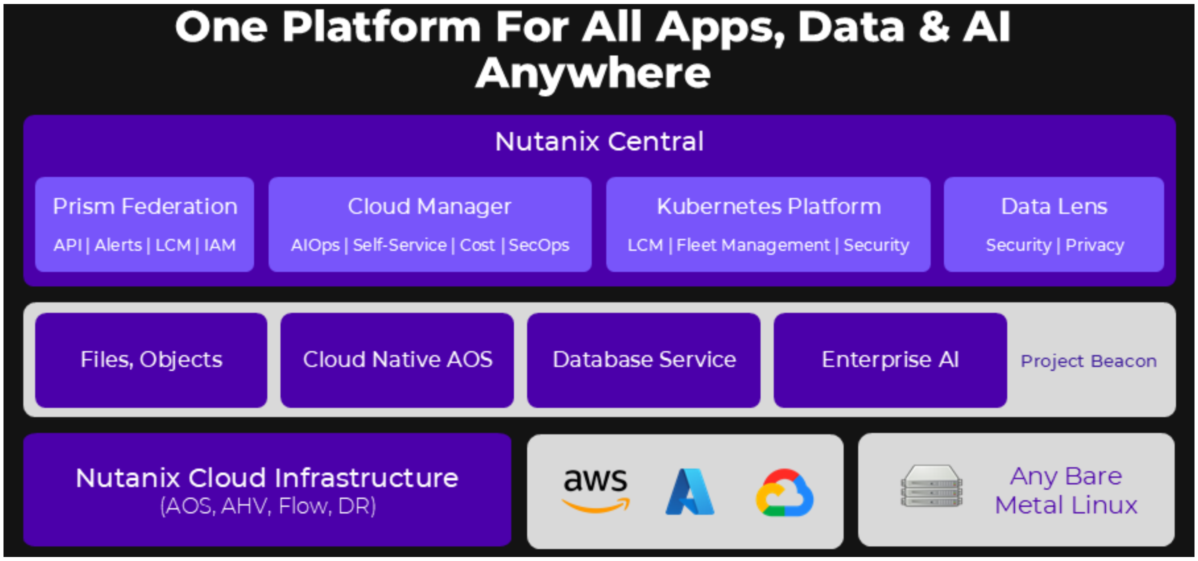
Crucially, Nutanix designed the platform to run in hybrid, multi-cloud environments. That means organizations benefit from leveraging resources and locations across a distributed environment that runs on a consistent deployment and operational management model.

> **"We have gone beyond HCI with Nutanix, using its suite of products for application and database automation, microsegmentation, and much more for faster business results, while never losing the promise of simplicity and high performance."**
>
> **Tejas Mehta,** CTO, RBL Bank

For financial services organizations, the Nutanix platform (see Figure 2) offers key benefits thanks to these characteristics:

- **It is built for financial services resilience.** Nutanix delivers the operational resilience and security that financial institutions require. This platform keeps critical operational, transactional, and customer applications and data stores running without interruption, while meeting stringent regulatory requirements. Its advanced capabilities span business continuity and disaster recovery, ransomware protection with immutable snapshots, rapid recovery, and automated failover.

Figure 2. Nutanix for Financial Services Organizations



Source: Omdia

- **It enables organizations to modernize without disruption.** Financial services organizations can transform legacy infrastructure, applications, and data management processes at their own pace. Traditional core banking systems and modern digital banking applications are supported on one unified platform, reducing risk and operational costs while accelerating innovation. It supports both traditional virtualized workloads and modern containerized applications, while migrating workloads from aging infrastructure to modern, software-defined architecture or the public cloud, all with minimal disruption.
- **It is secure by design for financial services.** Nutanix supports data protection, privacy, and regulatory compliance without adding operational overhead. It offers built-in capabilities for the audit trails, compliance monitoring, and data sovereignty that regulators require. Built on a zero-trust architecture, Nutanix supports a range of regulatory requirements, including PCI DSS, SOX, GDPR, SEC Rule 17a-4(f), FINRA Rule 4511, plus regional banking regulations and data residency mandates.
- **It is one platform, from branch to cloud.** Organizations can manage their infrastructure consistently across branch locations, data centers, and cloud environments, reducing complexity and costs while improving agility for deploying new services and applications.
- **It provides enterprise AI with financial services control.** Financial services organizations can start (or proceed with) their enterprise AI journey, whether on-premises or hybrid, knowing they are adhering to the security, compliance, and governance protocols required by regulators. Nutanix Enterprise AI enables financial services organizations to move beyond the pilot phase to production across critical AI use cases, including knowledge access, process automation, customer engagement, fraud detection, and risk analytics.

Conclusion

In today's fast-paced, competitive financial services landscape, the ability to modernize IT infrastructure and applications across a hybrid multi-cloud environment is now practically essential. As financial services organizations face mounting complexity, evolving regulatory requirements, and the imperative to innovate, adopting a unified, flexible, and secure platform is going to be vital for achieving operational resilience, driving innovation, and maintaining a competitive edge.

Nutanix offers a proven solution, providing financial services firms with the tools they need to modernize their infrastructure and applications without disruption. By delivering operational consistency, built-in security, and the ability to seamlessly scale across hybrid multi-cloud environments, Nutanix empowers organizations to meet today's demands while preparing for tomorrow's opportunities. Whether it's ensuring business continuity, enabling enterprise AI, or supporting regulatory compliance, Nutanix provides the foundation for financial services organizations to thrive in a complex and dynamic world.

This is a fresh approach to IT modernization—one that reduces complexity, enhances agility, and unlocks the full potential of hybrid multi-cloud environments. Partnering with Nutanix can help financial services organizations achieve those goals, ensuring they remain resilient, innovative, and competitive in the years to come.

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