

**NUTANIX**

**Simplifying Financial Services'  
Cloud Transformation  
Journeys for the Digital Era**

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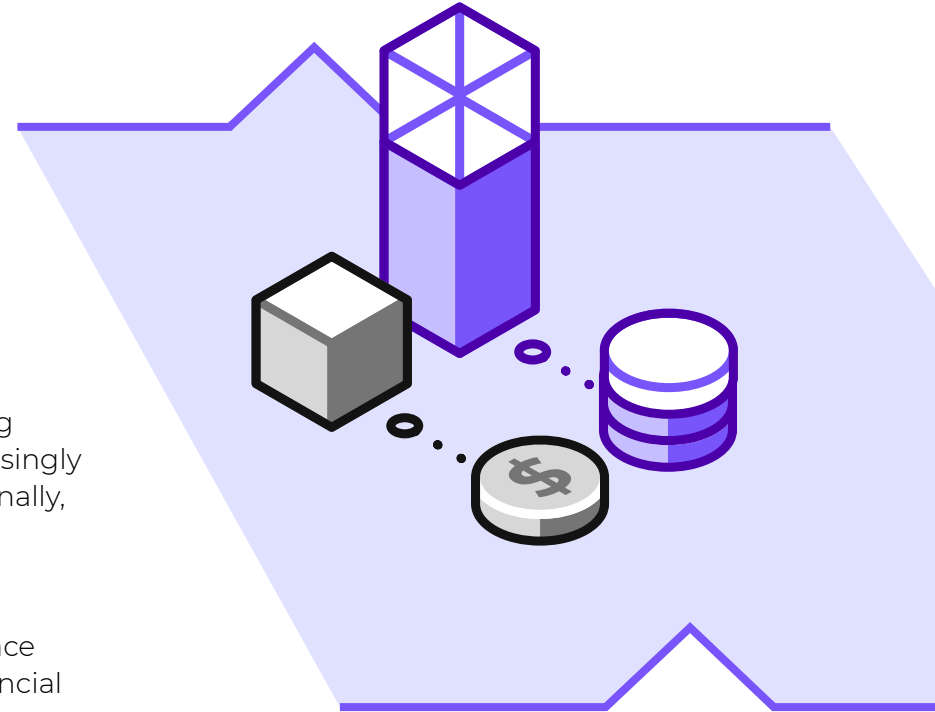
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# Financial Services: the Big Picture

**Financial Services Institutions are experiencing a period of dramatic change.**

New, agile fintechs and online-only start-ups are challenging the big incumbent Financial Institutions by successfully tapping into the growing appetite for online experiences. Financial services are also being pushed into change by a different breed of ethical investor intent on measuring Financial Services Institutions' progress towards Net Zero and ESG targets. Elsewhere, the en masse move to home and hybrid working has sparked a rise in the use of cloud-based collaboration apps.

This has prompted concerns from regulators that FinServ may be placing themselves at greater risk from increasingly sophisticated cybersecurity threats. Finally, a desire to reduce cost pressures and develop new mobile financial services capable of delivering more relevant customer engagements is fueling a race to digitalize and transition critical financial applications and data to the cloud.



# A New Era in Digital Financial Services Dawns

FinSerts are strategically transforming and modernizing their infrastructure to connect departments and data silos. By increasing cross-organizational data visibility and embracing cloud models, the aim is to drive speed and agility into operations sufficiently to sustain industry leadership into the digital financial services era. In practice, this is proving far from easy. Investment, often stretching back decades, must first be unified before new and business-critical apps can be migrated to the cloud. Keeping all this flexible and risk-free while maintaining performance is proving to be a tough ask. Almost all FinSerts are some way along the road to cloud transformation. Some have taken a one size fits all approach, choosing the private,

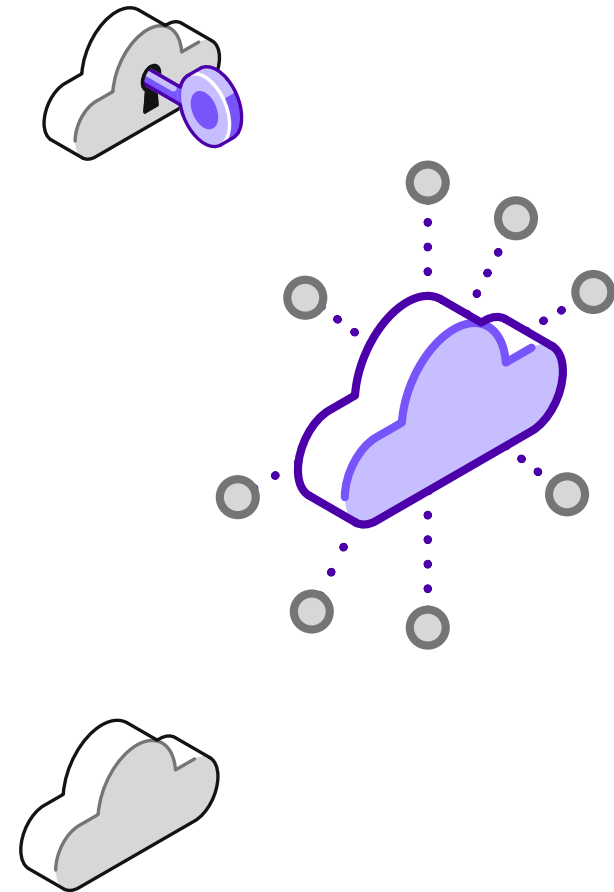
public or hybrid cloud route. Others have turned to multiple cloud providers. In almost every case they have come across advantages and disadvantages. Often the first step is to put critical applications in a self-managed data center to form a private cloud. Tiring of the limited scalability that comes with this, the next step might be to move more critical applications into the public cloud. But this new found flexibility is invariably tempered with less control, limited data portability and concerns over risk and resilience concentration. One way around this is to convert critical applications into cloud-native form which takes time and comes at a cost.



## Hybrid cloud offers freedom to deploy applications on private cloud then scale to public cloud as and when needed.

Yet, at the same time, it serves to dial up security, visibility, compatibility, cost, and control concerns. Whatever their chosen route, FinSerts will sooner or later arrive at multicloud — but even this is not perfect. Multicloud may offer them the flexibility they are looking for between cloud vendors and optimized workloads for speed, performance, reliability, security, geography and so on. However, it is also complex, harder to control in terms of costs, extends the attack surface and requires dedicated teams of skilled specialists to manage.

Most FinSerts today have matured in their cloud journeys. What they need now is a strategic partner to help them take the next step where they can combine cost efficiency, modern data security, simple app development, cloud agility and user experience excellence across their cloud ecosystem.





# Three Paths to Simpler Digital Transformation

We recommend Financial Institutions take a software-defined cloud platform approach to remove some of the complexity from their digital transformation and hybrid/multicloud processes. In practice, we recommend three clear paths to follow.

# Make Data a Business Driver



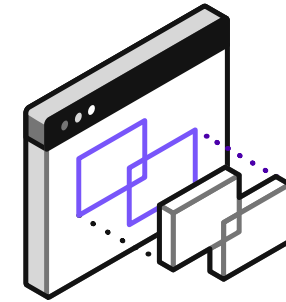
Using a software-defined cloud platform approach, FinServs get the flexibility, resilience, and scale they need to begin making data a business driver.

This starts with visibility and connectivity tools to enable real-time operations and response. A more connected data storage and data center architecture will then help fulfill important modern-day functions such as financial services compliance, optimized energy usage, increased sustainability for 'greener' financial services and improved resilience through automated DR and failover. On the customer experience side, data processing, and ML combines information

about market conditions, customer demographics, and individual customer behaviors to help teams make more forecast-based decisions with greater accuracy.

Simple visualization tools also give teams better customer categorization and understanding of their needs. This puts them in a better position to use the data to take more responsibility for customers' financial wellbeing. For example, they may readily use it to adjust risk profiles or offer services to hitherto underserved segments of the population.

# Modernize Application Development



Applications that are developed across multicloud environments help to train design on agile customer journeys that identify 'moments of need'. For example, they can help teams align the right products and services to the customer or spot cross sell and upsell opportunities.

Developing mobile apps helps to strengthen customer relationships by providing shared digital infrastructures and seamless application-to-cloud connectivity. They also help FinServs' digital teams create more relevant mobile functionalities easily and quickly.

Yet more positive customer interaction is made possible by advanced RPA solutions and embedded, automated processes. Built-in, cloud-based flexibility combined with process agility can help sustain responsive experiences that are consistently relevant and engaging.

At a developer level, easy-to-use tools and low-code no-code (LCNC) processes enable financial services to create products and use cases for customers and clients. They can also help them lower costs, get ahead of skills gaps in the business, and become less dependent on IT.



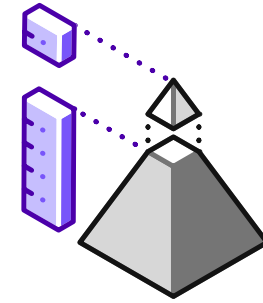
# Simple, Scalable Thick Edge Capabilities

AI-driven, high-end, and thick edge processing enable financial services to speed up service delivery to customers – such as retail requests and inquiries, instant identity access assessments and embedded payments engagements. Edge processing of this kind also allows financial institutions to profitably deliver a wide range of interactions and experiences to previously underserved customers through voice/video services or to speed up loan applications.

The combination of edge processing with AI and ML, and software-defined networking enables financial services

to prevent emerging security threats and reduce fraud. Other decentralized infrastructure advantages include the ability to authorize device-level transactions and reduce the FinServ's exposure to outages.

A flexible blend of on-premise and cloud at the edge, together with 5G, allows FinServes to deploy key data and workloads to safer, more profitable and more relevant locations. Put simply, this means providing access to data where customers and internal staff need it to speed up payments or rapidly deliver mobile and personalized products.



# FinServs See the Transformational Power of a Software-Defined Cloud Platform Approach

We have deep industry knowhow in bringing flexible, scalable and risk-free multicloud capabilities to financial services that make for positive employee and customer experiences, open up new revenue opportunities, and lower costs.

**Here are just a few:**



## **Penn National Insurance deploys Nutanix across on-prem and AWS**

Penn National Insurance began its cloud transformation journey after it became clear that it needed to simplify the administration of its VDI environment to better manage growing data volumes.

Penn selected Nutanix for its flexibility to handle both on-prem and cloud workloads, moving from all on-prem data centers to a hybrid, cloud-centric deployment.

The move has brought Penn multiple benefits including fast and easy cloud deployments, a unified management interface for cloud and on-prem, faster DR, reduced time for upgrades, speedy creation of DB clones for testing, freeing up capital, reducing OpEx, better network security visibility and help to facilitate home working.

[View case study](#)



## **RBL drives its digital journey with Nutanix**

The cloud transformation journey for RBL really started when legacy infrastructures started impacting VDI performance and the speed at which new services could be rolled out.

As a first step RBL picked Nutanix to transform the performance and simplify the administration of its EUC environment. This led to RBL asking Nutanix to help resolve wider IT issues relating to complexity managing the IT environment and challenges around organizational agility.

Following the introduction of Nutanix, the bank has been able to significantly improve the speed and agility of operations as well as simplify network security, application management and orchestration. In addition, RBL has been able to reduce DBA workloads, helping them respond faster to new opportunities.

[View case study](#)



## **Nutanix helps Société Générale achieve faster time to market**

Société Générale is a typical example of a bank that started its transformation journey when integration issues between first-generation cloud deployments left them thinking they might have to choose to go either public or private and stick to it.

However, following the introduction of Nutanix, Société Générale was able to mix the two together to suit the needs of specific applications, moving workloads between clouds with increasing ease.

Since then, cloud has evolved to become the living heart of Société Générale's operation, making a profound impact on how partner and client services are delivered. As a result the bank is looking to take advantage of innovative public cloud technologies as part of a wider hybrid multicloud approach to IT going forward.

[View case study](#)



# Conclusion

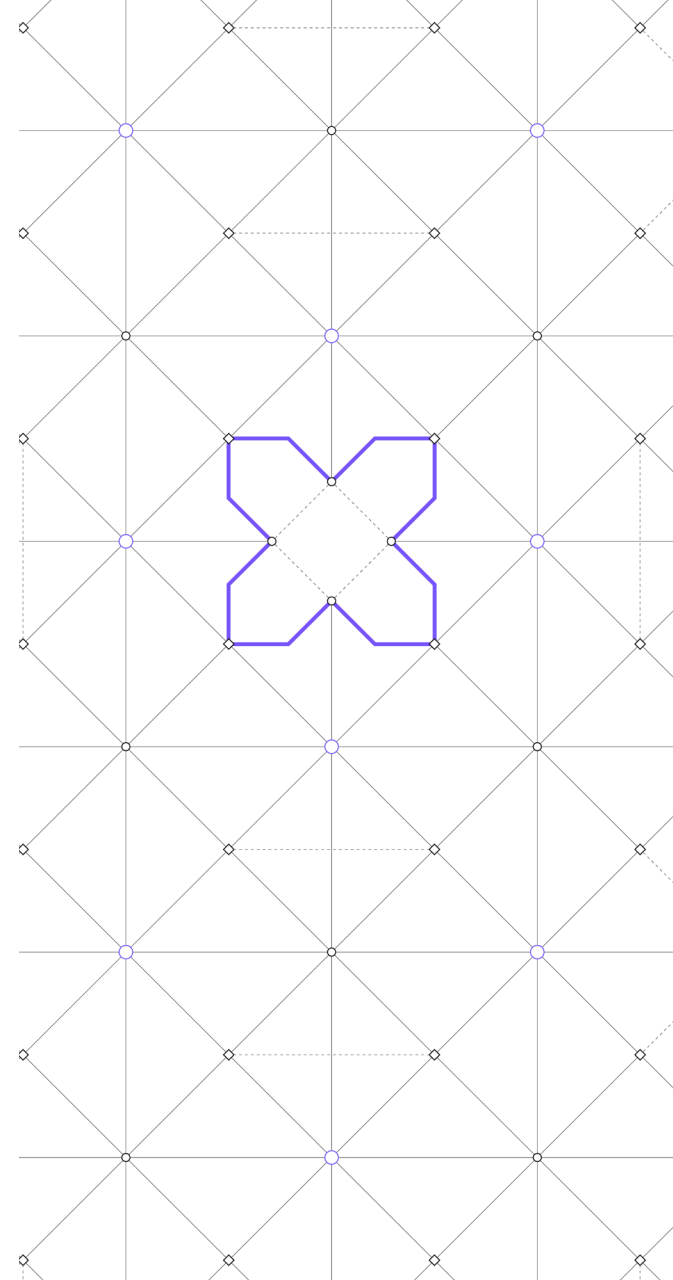
**To successfully navigate the current period of unprecedented industry change FinServs are:**

- Starting their digital transformation journey, usually through migrating services to private and/or public cloud services
- Expanding these initiatives into multicloud deployments
- Reducing complexity, simplifying administration and optimizing agility by transitioning hybrid multicloud environments

**As your trusted cloud transformation partner, Nutanix is the right software platform to help you solve this conundrum.**

We can smooth and accelerate your path into the modern digital financial services era, by making data a business driver, modernizing application development, and making thick edge capabilities simple and scalable.

Our software-defined cloud platform approach helps you accelerate your transition to hybrid or multicloud. All this, while ensuring your business remains compliant, has built-in future-proof resilience, and offers truly hyper-connected, engaging customer experiences that save costs and deliver new or adjacent revenue sources.



# Why Not Make Nutanix Your Simple Answer to FinServ Digital Transformation?

**Our software platform enables banks and FinSerts to span private and public clouds simply, making hybrid and multicloud environments easy to deploy, use and adapt.**

**FinSerts choose us as their trusted cloud transformation partner for our ability to provide:**

- Public cloud-type agility delivered on-prem
- Multicloud optimization
- Security-first design
- Advanced analytics
- Agile development
- Any app, anywhere flexibility





The image features the Nutanix logo in white, centered on a dark purple background. The background is decorated with several large, overlapping geometric shapes, primarily triangles and polygons, outlined in a lighter shade of purple. These shapes create a dynamic, architectural feel. The logo itself is in a clean, sans-serif font.

NUTANIX