

WHY THE FINANCIAL SERVICES INDUSTRY IS ADOPTING NUTANIX

INCREASING TIME TO VALUE, REDUCING RISK PROFILE

INTRODUCTION

The digitalization of the global economy has arguably impacted financial services (Finserv) more significantly than any other industry. Centuries-old businesses that span banking, insurance and capital markets face both regulatory and competitive challenges on an unprecedented level.

Finserv IT has long been on the leading edge of adopting technology to enable competitive advantages. As business challenges grow, these organizations must find ways to drive cloud operations that speed up a business's ability to respond to competitive threats and regulatory requirements.

Nutanix has found broad adoption across the Finserv industry in different focus areas. First, IT organizations use Nutanix Cloud Platform to deliver the operational agility needed to achieve a cloud operating model. Further, IT organizations use Nutanix to provide end-user computing environments to optimize performance for a distributed workforce and enable remote branch operations. Lastly, Nutanix Database Service (NDB) serves to streamline database operations.

With the HPE GreenLake platform, Nutanix delivers a consumption-based, as-a-Service model that enables Finserv organizations to transform operations.

THE UNIQUE FINSERV CHALLENGE

The three golden rules for every Finserv organization, regardless of size and sector, are simple: make money, save money and manage risk.

From commercial banking to insurance, technology is key to achieving these goals. But in a market where new cloud-born competitors appear daily, the metrics around making and saving money are tied to doing things faster and utilizing resources to their fullest extent. For example, a trading desk that can predict a stock's movement and execute a trade even milliseconds faster than the market can result in greater profits for customers

and the bank. Further, HPE GreenLake with Nutanix enables the faster development and deployment of intelligent applications for automating account activities.

Likewise, regulatory compliance regarding data sovereignty and locality, operation resilience, PCI compliance and cyber hygiene require financial institutions to reconsider the deployments and security mechanisms they have in place. Finserv organizations must store their data appropriately, in the proper location, in the correct format and with the right protections.

Organizations must achieve both of these goals while driving down costs. Saving money can equal making money. It can also allow for more significant investments in tools that drive innovation and differentiation from the competition.

As previously mentioned, the competition is fierce. The FinTech space is rich with companies, spanning digital lending to payments to wealth management. Also, as if to take a page out of the FinTech competitive playbook, BFSIs have not stood still – they have been busy partnering, acquiring or building their own banking services for internal purposes and as a new business line to monetize.

In Finserv, faster is better. However, intelligence must accompany speed. This starts in the back office, with an IT organization deploying the infrastructure and operations to enable cloud speed and agility.

THREE KEYS TO FINSERV SUCCESS

While the Finserv market is unique in many ways, the recipe for success looks familiar to that of many other industries:

1. **Cloud-like agility** – The infrastructure and the software tools that drive differentiation for a Finserv company must be deployed, provisioned and reprovisioned at the speed of the transaction. Further, this infrastructure must be elastic enough to expand to meet the peak needs of the organization.
2. **Simplicity** – IT organizations have no time to worry about infrastructure in an industry where cloud-born competitors are challenging market leaders. Instead, IT must bring the cloud to the business.
3. **Operational Resiliency** – Finserv is the most heavily regulated industry. Finserv is the biggest target for hackers and bad actors. Company security, customer privacy, and data security are critical, whether at rest, work, or in-flight.

Nutanix provides deeper insights into its cyber resiliency strategy in a paper found [here](#).

NUTANIX – A LOGICAL CHOICE

For Finserv IT organizations looking to achieve the agility and simplicity associated with the cloud, Nutanix is a logical choice. By deploying Nutanix on HPE GreenLake, IT organizations can reap the benefits of cloud economics.

While modernization is critical to stay competitive in the digital era, every organization has its own pace and rate of adoption. Solutions developed on HPE GreenLake with Nutanix can meet customers where they are on their transformation journey. Such solutions evolve alongside the customer.

Agility begins with HPE GreenLake with Nutanix Cloud Platform. This solution's simplified IT management plane delivers applications and services to constituents in an "as-a-Service" model. This feature allows the business to respond to competitive threats more quickly. Additionally, it enables IT to rationalize expensive licensing commitments and reallocate the budget toward strategic projects.

The two points raised above – licensing and agility – speak to a higher-level point worth articulating. Finserv IT organizations, like IT organizations in many other industries, want to leverage the cloud. However, these cloud operations must look slightly different because of the financial stakes and regulatory pressures. HPE GreenLake and Nutanix can establish the bespoke environments that Finserv requires.

One of the other benefits of the Nutanix and HPE partnership relates to the infrastructure that supports organizations. Optimized server platforms are crucial to performance, from modeling market conditions to supporting traders through remote desktop services. It is far simpler for IT organizations to access tailored platforms using HPE GreenLake.

Finally, as previously mentioned, HPE GreenLake with Nutanix delivers on the promise of cloud economics. The vast majority of IT organizations deployed to the cloud have quickly realized that the promise of cost savings doesn't align with reality. Storage utilization, network traffic and other factors contribute to costs that scale exponentially over time. HPE GreenLake allows IT organizations to forecast operational costs far more accurately.

SUMMARY

The Financial Services market is in a constant state of change, requiring modern infrastructure.. Competitive and regulatory pressures drive digital transformation and modernization efforts across the industry.

The three driving principles for Finserv companies – make money, save money, and minimize risk – have arguably never been more critical. And these three driving principles are rooted in operations.

MI&S recommends that Finserv IT organizations evaluate their current environments to measure the levels of automation built into the delivery of services to its internal customers. Can the platforms that broker and deliver remote desktops support the demands of a trader? Are modeling and simulation workloads running in optimized environments? Can users consume these workloads with the click of a button? Has IT rationalized its software licensing agreements, enabling portability and lowering costs?

If the answer to any of the above questions is no, MI&S suggests an examination of Nutanix. Its Cloud Platform on HPE GreenLake can deliver the agility, simplicity and operational resilience critical to the organization.

For more information on Nutanix for Financial Services, visit <https://www.nutanix.com/solutions/financial-services>.

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