

| EBOOK

# Zero Blind Spots in Financial Services

See Everything. Fix What Matters.  
**Protect What Counts.**

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# Table of Contents

- 3** Setting the Scene
- 4** The Challenge
- 5** What this Costs
- 6** The Goal - The shift
- 7** What Good Looks Like
- 8** Moving Forward
- 9** Partnering for Success
- 10** Why this Matters



# Setting the Scene

You don't notice the problem until the customer does. A payment takes longer than expected. Not a failure, just slower. A customer waits. An advisor hesitates. A queue builds.

Nothing is technically "down", but something isn't right. And in financial services, that's where the real risk begins.

Even small delays can have real consequences, missed transactions, degraded execution, and customer experiences that fall short of expectations.

In an industry where switching is easy and expectations are high, those moments don't just impact systems. They impact revenue, trust, and long-term customer relationships.

Issues rarely present themselves as clear outages. Instead, they appear as delays, friction, and inconsistency across systems, channels, and roles. Most organisations already have monitoring in place, but when a problem moves across device, application, network, and mobile experience, that visibility breaks down.

When it does, IT teams are left piecing together what they think is happening, while the business feels the impact in real time.

These are the blind spots.

# The Challenge

## Why even well-instrumented environments still leave teams guessing

Financial services environments aren't lacking data, they're lacking connection.

A network tool shows one view. An application tool shows another. Endpoint and mobile data sit somewhere else entirely. Individually, these tools work. Together, they don't always explain the problem.

So, when something slows down, teams fall into a familiar pattern: investigating layer by layer, escalating across teams, and relying on user reports to confirm what's already happening. It works eventually, but it takes time and time is where the cost builds.

For IT operations leaders, this shows up as longer resolution cycles and constant escalation. For digital workplace leaders, it means rising ticket volumes and frustrated employees losing time every day. At CIO level, it becomes a question of risk because you can't always explain what happened, or prove it won't happen again.

The challenge becomes even greater in mobile and frontline environments. A claims adjuster in the field, a financial advisor working remotely, or a branch employee serving customers all depend on digital systems just as much as head office. Yet visibility into those experiences, especially across mobile devices and real-world conditions is often limited or missing entirely.



# What this Costs

## The issues you don't see are the ones that hurt most

Not every problem causes an outage. In fact, the most common issues are the hardest to detect and the most damaging over time.

A slight delay in a transaction. A workflow that takes longer than it should. An application that works, but not consistently. Individually, these issues seem small. At scale, they change outcomes.

Transactions slow down, claims processing is delayed, and customer interactions lose momentum. Internally, service desks handle more tickets, IT teams spend more time troubleshooting, and productivity drops across critical workflows.

Over time, this doesn't just impact efficiency. It impacts revenue, customer satisfaction, and operational risk.

The hardest issues to fix are rarely the obvious ones. They move across layers, don't trigger alerts, and can't easily be reproduced. These are the problems that take hours to understand and those hours add up across teams, systems, and the business.



# The Goal

## Zero Blind Spots

Financial services organisations don't need more data. They need complete visibility across the entire digital experience, including mobile, frontline, and role-based workflows.

Because you can't fix what you can't see. And in financial services, blind spots aren't just technical gaps, they're business risk.

# The Shift

## From seeing parts of the problem to understanding the whole experience

The answer isn't another tool. It's a different way of seeing the environment. One where you don't have to choose between network, application, device, or mobile experience, because you can see how they work together.

In practice, this means teams can identify where an issue begins rather than guessing where to start. They can follow the full path of a problem instead of chasing symptoms, and detect patterns earlier rather than reacting after the impact is felt.

Leading financial services organisations are already making this shift, moving towards 360° Digital Experience visibility that connects data across users, devices, applications, networks, and workflows.

And the impact is measurable. A global financial services provider handling post-trade transactions reduced resolution times dramatically, resolving issues seven to twenty-four times faster once they had end-to-end visibility. This isn't just a tooling improvement; it's a transformation in how teams operate.



## What Good Looks Like

### When visibility connects to real outcomes

When teams can see across the full digital experience, the conversation changes.

At a global credit union, IT teams previously stitched together answers across multiple tools. Today, they operate proactively, identifying issues before users feel them and scheduling fixes outside business hours to avoid disruption. That's not just better monitoring; it's control.

At a global top five bank, improved visibility and automation led to a 30% reduction in ticket volume and a 20% improvement in resolution times, reducing noise, accelerating action, and improving productivity across teams.

At Absa Bank, visibility into employee and customer journeys transformed how the organisation operates. Teams could identify performance issues down to individual users, fix inefficiencies in critical workflows, and improve both employee productivity and customer experience.

At Halkbank, the impact was simpler but just as powerful: where teams once struggled to find the root cause, they can now see exactly where issues occur and resolve them before customers notice.

# Moving Forward

## What changes when you can see clearly

When visibility improves, everything else follows.

Issues are identified earlier. Resolution becomes faster and more consistent. Teams spend less time investigating and more time improving. But the biggest shift is in how decisions are made.

Instead of prioritising based on technical signals alone, organisations begin to prioritise based on revenue impact, customer experience, and critical workflows.

This is where IT moves beyond reacting to problems and begins to control outcomes.



# Partnering for Success

## Zero Blind Spots. Powered by Aternity 360.

Riverbed Aternity 360 eliminates blind spots by connecting data across devices, mobile experience, applications, networks, and real user workflows.

But more importantly, it connects these perspectives at the exact moment a user experiences an issue.

When a user experiences slowness, Aternity captures what was happening across the endpoint, the application, and the network at that same point in time. This means teams don't just see that performance is degraded – they can understand exactly why.

Whether the issue originates from the device, the network path, or the application itself, Aternity provides the context needed to identify root cause quickly and accurately.

This is where many approaches fall short.

Traditional DEX tools can show when experience is poor. But without broader visibility, they can't explain why. Aternity starts with the user experience and correlates it with everything happening behind it.

That unified, real-time view means teams no longer need to piece together fragmented insights. Instead, they can trace issues across the full stack, understand business impact in real time, and act before problems escalate.

Most importantly, they move from explaining problems after they happen to preventing them in the first place.



# Why this Matters

Most blind spots only become visible when something breaks. By then, the impact is already there – lost time, missed transactions, and frustrated customers and employees. The organisations moving ahead aren't waiting for that moment. They are building visibility into every part of the experience so they can see clearly, act quickly, and stay in control.

See how to achieve Zero Blind Spots in your environment

Request a personalised demo: <https://www.riverbed.com/aternity-demo/>

## About Riverbed

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the FORTUNE 100 – we are empowering next-generation digital experiences. Learn more at [riverbed.com](https://www.riverbed.com).

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