Riverbed for Financial Services Organizations

Accelerate digital transformation, reduce risk, and optimize the digital experience in financial services organizations.

Financial service organizations are continuing to modernize their networks, migrate to hybrid cloud infrastructure, and adopt an omnichannel approach to keep pace with customer demand for new and better services. Even as they undergo this digital transformation, they rely on the legacy applications and architectures that underlie their core businesses.

The combination of digital transformation initiatives and legacy infrastructure floods IT teams with volumes of data and alerts from siloed monitoring tools that provide little context to identify and resolve issues. This lack of insight makes it difficult to mitigate risk, maintain a strong digital experience, and troubleshoot issues.

Solving key challenges for financial services

Accelerating digital transformation while minimizing risk

The network and cloud infrastructure supporting financial services enterprises is constantly evolving and growing more complex. As IT teams adapt to overseeing global networks with multiple data centers, hybrid cloud infrastructure, and SaaS applications, it can become extremely difficult to maintain the unified observability needed to properly manage this change and mitigate risk.

Riverbed® provides total control of cloud migration with unified observability across your network, applications, and hybrid infrastructure.

- **Measure and monitor performance**: Riverbed provides complete lifecycle support to help identify performance issues, unexpected delays, and unplanned costs by observing application performance, network latency, cloud usage, and user experience.

- **Speed data transfer to the cloud**: Riverbed helps secure and optimize data migration by improving application performance using Application Acceleration, minimizing bandwidth consumption, and encrypting data end-to-end.

- **Ensure the performance of cloud applications:** Riverbed accelerates access to cloud workloads by streamlining data transport and applications, while ensuring applications meet SLAs and user experience expectations.

Optimizing the omnichannel experience

As banking and financial services continue to shift to an omnichannel experience that spans in-person branches, online services and both consumer and employee facing applications, the digital experience for employees and customers has become a top priority for financial services organizations. Aternity DEM enables financial services organizations to measure the digital experience of every application involved in the customer journey.

- **Full spectrum DEM for customer service management:** Aternity Customer Experience provides insights into the digital experience for both customers and employees with unified performance visibility for employee devices and applications.

- **Deliver excellent digital experience across the entire customer journey:** Aternity unifies digital experience for customers interacting with your website, applications, and ATMs, while simultaneously supporting employees in the contact center, retail branch, or back office.

- **Proactively manage the digital journey:** Aternity's synthetic transaction monitoring and Real User Monitoring identifies and resolves issues before customers and employees are affected.

Shortening time to remediate IT issues

Financial services organizations are often flooded by massive volumes of data and alerts from monitoring tools that provide little context or actionable insights. This often leads to blind spots that can cause unacceptable delays in identifying and mitigating the root cause of network problems. Riverbed IQ surfaces impactful issues with context to solve problems faster by unifying data, insights, and actions.

Reduce mean time to resolution: Actionable insights and intelligent automation improves digital service quality.

- **Improve first-level resolution rates**: Riverbed IQ enables junior teams to do the job of senior staff without needing to escalate.

- **Reduce alert fatigue:** Enable operators to focus on fewer, more critical events, with more first-time fixes.

- **Enhance IT productivity and collaboration:** Bridge data silos across IT teams to eliminate finger pointing and resource-intensive war rooms.
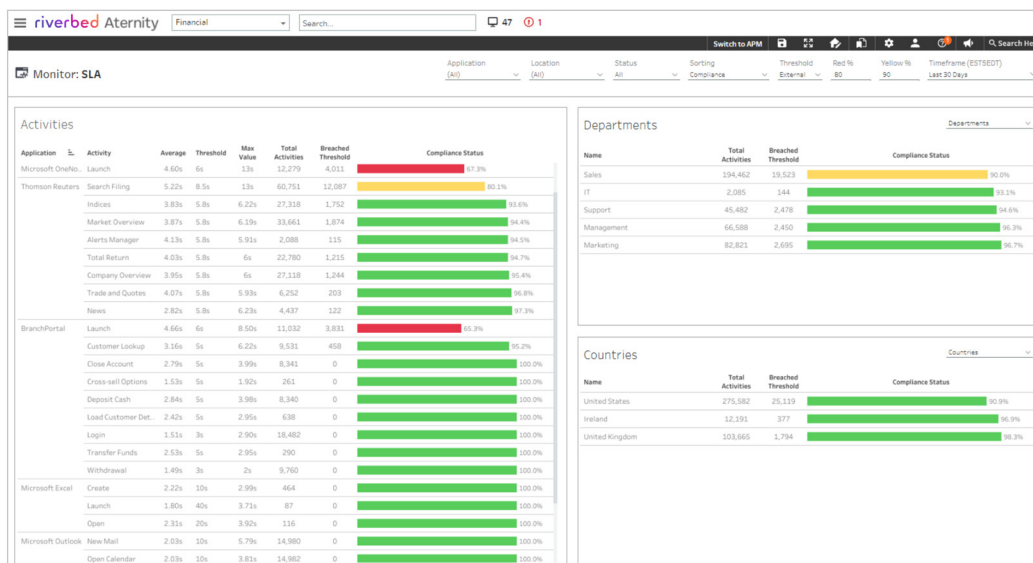
Improving business outcomes

Riverbed solutions like Aternity provide insight into the business impact of the employee and customer digital experience. With unified observability that spans across digital services, the omnichannel experience, network performance and cloud usage, financial services organizations can prioritize investment based on its direct business impact.

- **Improve decision-making:** Riverbed IQ's intelligent automation provides IT leaders with access to real-time data and insights that can identify trends and anticipate problems.

- **Analyze the business impact of the digital experience:** Aternity Customer Experience monitors the omnichannel experience and associates performance to business metrics like revenue, conversion rate and abandonment.

- **Mitigate the risk of IT change**: Aternity cost-justifies and measures the impact of strategic IT projects, like cloud mobility, and data center transformation along with routine changes like device, OS, or application upgrades.

Learn More

Riverbed provides unified observability that extracts the value of data by providing actionable insights and intelligent automation across complex hybrid cloud infrastructures. By capturing full-fidelity user experience, application, and network performance data, Riverbed can contextually correlate data streams and alerts to provide financial services organizations with the actionable insights they need to successfully manage their digital transformation while minimizing risk.

To support the core infrastructure that powers business critical applications, Riverbed accelerates applications and services across the digital enterprise. With Riverbed Acceleration, financial services organizations can optimize their hybrid infrastructure while ensuring fast, agile, and secure delivery of any application, over any network, to users, anywhere.

To learn more about how Riverbed provides unified observability and accelerates performance for financial services visit: riverbed.com/solutions/ financial-services/.

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