



## Cloud Transforms the Landscape for the Banking Industry

Leading players across major industries - including banking - has adopted or is adopting cloud computing which when combined with mobility and analytics technologies is changing the game for them. We've highlighted key trends and challenges and the industry and potential solutions how Cloud can also help you on the journey to be a higher performing business.

### Industry trends

- Distributed IT. Data will be dispersed across more locations—in-house, outsourcing vendors, cloud computing providers, third-parties
- Distribution decoupling. The disaggregation of business process flows and infrastructure will enable agility and easier adoption of new technologies
- Data-driven insights. Rapid digitization enables more sophisticated customer intelligence, enabling banks to migrate to "social enterprises" and reinvent their relationships with customers

### Business challenges

- Restore customer trust and engagement through greater transparency
- Hold their ground in the payments business in the face of mobile payment systems, such as Google Wallet and PayPal

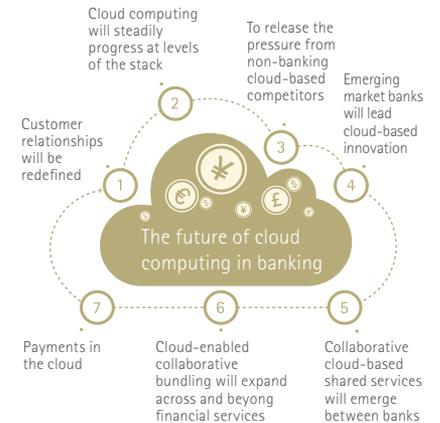
- Build differentiation in customer experience, products and services
- Security concerns over public cloud is leading to a growing need for hybrid and hosted private cloud
- Innovate in mobile banking products and services
- Speed development and test of new banking apps

### Technology solutions

An enterprise private cloud can help:

- Lower banking infrastructure and applications costs
- Effective system migration to help reduce disturbance to financial business operations
- Workload optimization for banking in the cloud/SaaS will seek to lead to efficiency and reduced cost
- Data security, privacy and control over banking operation processes
- Consistent service levels of banking

### The future of cloud computing in banking



# Developing a new business model

Banks can no longer rely on expensive branch-focused distribution, and need to "smart size" their distribution network. Based on their core objectives, banks can be divided into three categories:

- The "analytical multichannel" bank
- The "socially engaging" bank
- The "digital ecosystem" bank

And their targets set accordingly.

## Why Enterprise Private Cloud

The Enterprise Private Cloud solution, offered by Huawei and Accenture, brings robust solutions for the banking industry.

- Accenture's solutions are embraced by 42<sup>1</sup> out of the top 50 banks worldwide
- Huawei serves six out of global top 10 banks. More than 300 financial institutions worldwide choose Huawei

<sup>1</sup> Based on 2015 data.

## The smart banking revolution

