

Google Cloud VMware Engine for Financial Services

Streamline operations across on-premises and Google Cloud within minutes

BENEFITS FOR FINANCIAL SERVICES

- Accelerate cloud migration and operational resilience through a distributed architecture
- Scale customer success by empowering remote teams with VDI applications
- “Lift and shift” current workloads, including cybersecurity, into cloud seamlessly
- Integrate cloud-based services, such as AI and data analytics, for consumer segmentation and new service creation

Consumers demand the ability to access and transact their finances anytime, anywhere, on any device. Online banking has become financial services industry table stakes. Today consumers demand more services with higher levels of security to protect personal and financial data. Organizations globally are striving to address changing consumer needs while shifting operations and service delivery to a remote workforce.

Banks, insurance companies, financial technology, and other financial services firms are accelerating digital transformation to keep pace. The cloud has become key to building agility, security, and longevity into the core of financial services organizations in order to meet the need for remote workforces and more user-focused and personalized products.

Moving to the cloud to support greater agility and digital transformation helps financial services organizations:

- **Capture revenue from new apps and services**, for example, through APIs that enable financial services companies to connect their customers to services from partners such as lenders, digital payments providers, and others they may not have had access to otherwise.
- **Leverage AI and data analytics** to provide more of what customers want and need. For example, AI can offer conversational help via chat to triage routine customer interactions while freeing human customer care agents to handle more complicated issues.
- **Foster operational resilience** through distributed architecture that's resistant to natural disasters, provides enhanced security, and reduces technical debt incurred through legacy on-premises systems.
- **Modernize customer and employee-facing applications** to improve access, engagement, and user experience.

At the same time, running in the cloud helps financial services organizations avoid many of the limitations of legacy systems that can hold them back.

Google Cloud VMware Engine for financial services

Migrating VMware workloads with Google Cloud VMware Engine represents one of the fastest ways for financial services organizations to move on-premises applications to the cloud. Google Cloud VMware Engine delivers a consistent operational experience that allows you to seamlessly migrate and manage workloads between VMware SDDC and the Google Cloud Platform. Google Cloud VMware Engine uses the same VMware-based infrastructure and operations stack using the same familiar VMware tools and technologies.

ADVANTAGES FOR FINANCIAL SERVICES

Flexible, fast, and elastic infrastructure:

Scale as needed and access the global footprint of the Google Cloud Platform with up to 99.99% availability. Fully redundant and dedicated 100Gbps networking and integrated VPC global routing means you don't need to configure complex VPNs to access additional regions.

Unified management:

Full visibility into both VMware and Google Cloud environments within a single portal. Because the solution and cloud are integrated by one company, identities, support and billing are simplified so you can focus on your applications. Leverage familiar tools and processes without disruption to the existing network, security, or audit policies.

Security and control:

Dedicated, isolated private cloud with full access to the suite of Google Cloud services. Best-in-class security with separate layer-2 networking and customer defined traffic control.

GET STARTED TODAY

<https://www.vmware.com/cloud-solutions/google-cloud.html>

This allows financial services to access the agility, scale, and innovative services of the cloud while maintaining operational consistency and leveraging existing tools and investments. Please see Figure 1 for Google Cloud VMware Engine Use Cases for Financial Services.

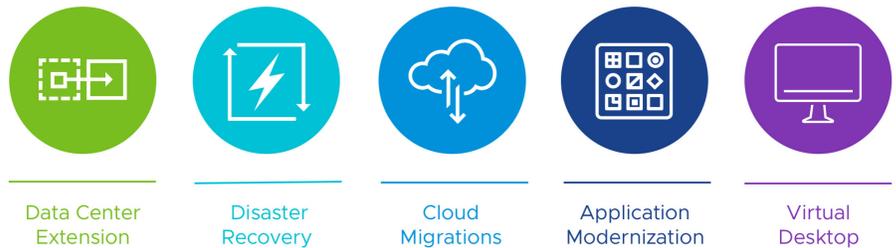


FIGURE 1. Google Cloud VMware Engine Use Cases for Financial Services

Accelerate and scale customer success

Modern cloud-native architectures, technologies, and services—including containers that enable applications to run independently of operating systems and DevOps pipelines that enable developers to iterate on software in production—make it possible for financial institutions to quickly and securely launch new applications. They also enable you to take advantage of AI and data analytics to deliver a more personalized experience across channels while protecting customers with real-time fraud detection.

As the financial sector moves to more flexible work styles and distributed networks, cloud-based digital workspace solutions can facilitate secure access to data, apps, and personally identifiable information across remote, branch, and edge environments while improving employee experience and productivity.

Google Cloud VMware Engine with VMware Horizon VDI empowers the financial services sector to address customer inquiries and issues quickly, efficiently from any operating location worldwide.

Intrinsic security via the cloud

Cloud-native endpoint and workload protection, cloud-based networking and security services, when integrated, can also improve security while hardening financial services organizations from future threats. Google Cloud VMware Engine empowers financial institutions to extend its cybersecurity applications and workloads into the cloud.

Modernize infrastructure operations and gain efficiencies

With Google Cloud VMware Engine, financial institutions can improve application performance by right-sizing capacity with the ability to expand or contract as needed. Financial services companies can also leverage cost-efficient cloud storage and data recovery solutions to preserve quality of experiences. With cloud architectures and containerized services, financial services can enable applications to run independently of operating systems. Cloud capabilities open DevOps pipelines where developers may iterate on software in production—making it possible for financial institutions to quickly and securely launch new applications. Google Cloud VMware Engine also allows organizations to take advantage of AI and data analytics, with Google Cloud Platform, to deliver a more personalized experience across channels while protecting customers with real-time fraud detection.