VMWARE 24/7 BRANCH ANYWHERE
Deliver Mobile Digital Non-Stop Banking Services—Anytime, Anywhere

Banking Poised for Disruption

Banks are at crossroads today. Due to a fundamental shift in customer expectations and widespread adoption of digital technologies, the branch-banking model is poised for serious disruption. As retail banking products become increasingly commoditized, the customer's experience with the bank—including inside a physical branch location or outside while meeting with a bank representative—may be the only opportunity for the bank to differentiate itself. This trend marks a major shift in the role of branch banking from the traditional transaction-processing venue to an interaction-driven hub of sales, advisory resource, and consultative selling.

To cater to this new model, banks are leveraging technology that puts the customer at the heart of the branch-banking experience while streamlining and automating the management of ATMs, kiosks, and teller terminals. By combining automation and self-service, and empowering branch staff with the right tools, banks can drive customer engagement, loyalty, and sales—especially with younger customers.

To understand the factors that influence younger consumers' choice of financial institution, Forrester conducted a study wherein respondents were asked to rate the importance of the number of bank offerings. They concluded that, "The availability of branches is important to capture younger consumers, despite their self-service propensity." The findings are illustrated in Figure 1.
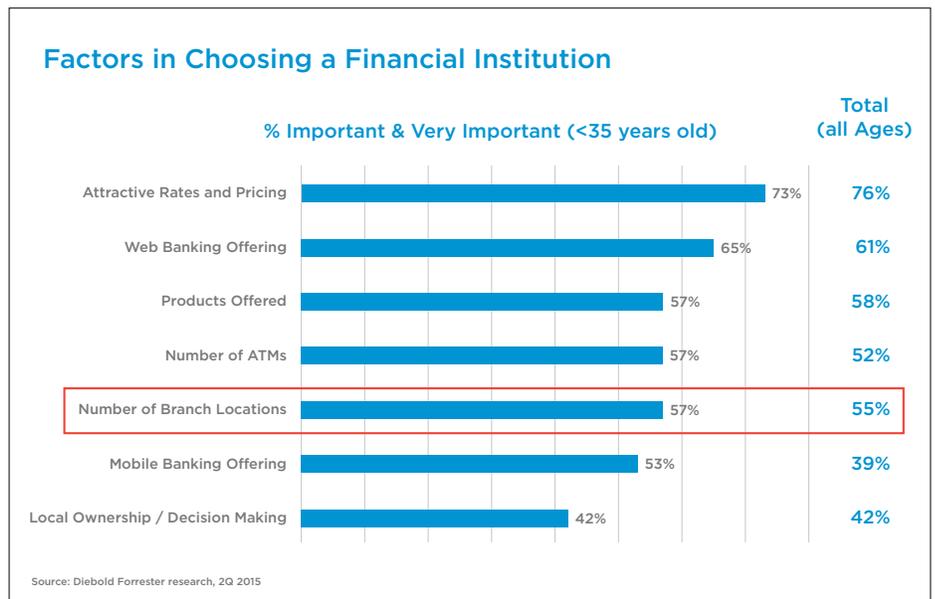
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Factors in Choosing a Financial Institution

% Important & Very Important (<35 years old)		Total (all Ages)
Attractive Rates and Pricing	73%	**76%**
Web Banking Offering	65%	**61%**
Products Offered	57%	**58%**
Number of ATMs	57%	**52%**
Number of Branch Locations	57%	**55%**
Mobile Banking Offering	53%	**39%**
Local Ownership / Decision Making	42%	**42%**

Source: Diebold Forrester research, 2Q 2015

Figure 1: Factors in Choosing a Financial Institution

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However, branches present a unique set of challenges to IT infrastructure services:

- **Primary customer touchpoint** – Branches offer a unique asset, namely face-to-face interaction, and lack of quality service can profoundly impact customer retention.
- **Security a major concern** – Security 'attack surface' is very broad, with multiple endpoints ranging from teller terminals, ATMs, tablets, and touch-screen kiosks.
- **Extreme cost of downtime** – Uptime and reliability is critical to meet service level agreements because reputation is at stake.
- **Widely dispersed or small cluster of end users** – Large number of locations with small cluster of varied workflows (tellers, mobile bankers, ATMs).
- **Low-bandwidth connectivity** – Highly limited communication bandwidth not suitable for multimedia and rich application experience.
- **Heavy dependence on telecommunication infrastructure** – Any outage in the communication services renders the branch non-operational (limited DR).
- **Troubleshooting support** – Branches are geographically dispersed, including hard-to-reach remote locations, and in the event of an outage productivity is affected due to lack of local IT support.

These challenges combine to make end-user-computing services in branches one of the areas that is most in need of IT transformation.

In addition to solving these challenges, visionary CIOs and LOB leaders are looking for ways to improve banker productivity, enhance the customer experience, and address ever-present data security challenges. And, they are looking for a new model to deliver end-user-computing services as part of their merger and acquisition strategy. The current model is too costly and it takes too long to onboard acquired entities.

A modern, secure end-user-computing solution drives competitive advantage by giving bankers, relationship managers and customer service representatives a continuously available desktop or workspace. With instant access to the right information at the right time, bankers and branch staff can make real-time decisions, and more effectively serve clients.

VMware 24/7 Branch Anywhere Solution

The VMware 24/7 Branch Anywhere solution is a platform to deliver non-stop interactive banking services—anytime, anywhere. This solution transforms and supports new models of branch banking by centralizing and automating desktop, device, and application management; supporting mobile workflows securely in compliance with industry mandates; and ensuring business continuity.

Designed with full redundancy built into the core architecture, the solution offers CIOs a platform to implement their next-generation end-user-computing vision that

- Delivers a secure digital workspace featuring virtual desktop technologies, application delivery on any device at any location, and centralized desktop and ATM image management
- Enables new mobile workflows, eliminates data security risks, and streamlines application life-cycle management without changing the existing connectivity infrastructure
- Offers a DR capability with non-stop branch connectivity to data centers

KEY BENEFITS

- Gain operational efficiencies by centralizing and automating desktop, application, and device management.
- Ensure availability of ATM terminals and physical desktops using centralized management, across high- or low-bandwidth environments.
- Support business continuity with high availability of services at remote branch locations.
- Provide real-time application delivery through mobile workflows for all branch end users including mobile financial advisors, small business bankers, and loan brokers.
- Provide secure access to sensitive client information where and when customers need it—data never leaves the data center.
- Ensure compliance in the U.S. with the Financial Industry Regulatory Authority (FINRA) and the Gramm-Leach-Bliley Act through policy- and role-based access control with audit trail.
- Reduce risk by tracking, locking, and remote wiping compromised or lost devices.

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The solution supports the distinct workflows and use cases within a typical financial services branch such as

1. **Tellers** – Tellers have continuous access to business-critical apps to enable the customer onboarding process and view account information. If a particular teller station is unavailable, they can simply move to the next available workstation and log right back into their session.
2. **Mobile banker** – As physical workplaces continue to evolve in the digital age, financial advisors, small business lenders, and brokers can securely access data and apps through a single unified workspace. As they transition from laptop to tablet to smartphone while on the go, the experience is seamless.
3. **Roaming tellers** – Bank advisors with tablets and iPads are able to engage with customers, view account information, and co-browse new products and services.
4. **ATM image management** – ATMs can be remotely managed, maintained, and upgraded to provide round-the-clock automated banking services.
5. **Banking kiosk** – Customers can access self-service kiosks to bypass teller lines and carry out their own transactions with a mobile concierge ready to step in and help if needed.
6. **Call/contact center** – A centralized model allows agents to work from any station or from home, avoiding expensive moves, additions, and changes. Shorter workstation login times and reduced downtime due to planned or unplanned outages lead to increase in daily call volumes, increased revenue, and greater customer satisfaction.

Build Your Next-Generation Branch

With the advent of digital technology and consumers' adoption of online and mobile banking channels, the branch network is going through a profound change in terms of how banking services are rendered and consumed. Although cavernous bank branches are a relic of the past, branches still matter, because consumers say they do. The decline in footfall and transaction volumes does not render branches obsolete. Branches actually retain their strategic value as revenue-generating sales activities can replace expense-consuming transaction-processing activities. And, technology can enable that outcome as the "Next-Generation Branch" evolves to cater to changing customer needs and preferences, regulatory mandates, and the FINTECH challenge.

VMware is proud to partner with you on this exciting journey, and when your customers leave your branch we want them to leave with just one thought: that YOU are a great bank.

Find Out More

To learn more, visit http://www.vmware.com/solutions/industry/financial-services.html#remotebranchoffices or search online for an authorized reseller.

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