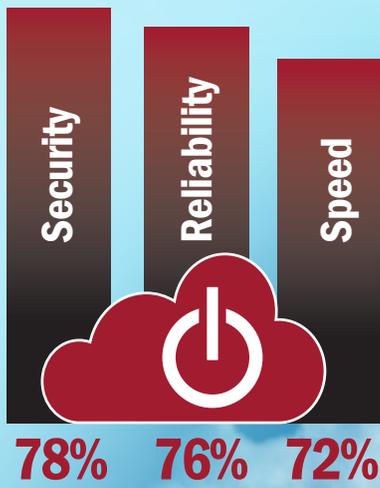


## It's Time to Reboot Your Technology Priorities



Top 3 priorities for financial institutions to improving online and mobile experiences

## Competing in the Digital Age—Tips for Today's Financial Institutions

78 operations and technology executives at leading financial institutions share priorities and concerns for growth and performance in today's hyperconnected world

### Provide Reliable Performance, Especially During Periods of High Demand

**34%** say web performance is the #1 issue affecting customer complaints.

*Can your infrastructure promise great online experiences that appear effortless, even during traffic peaks?*



**Best Practice:** A cloud-based, global, symmetrical architecture provides customers

fast, personalized and always available and web experiences even during peak traffic periods.



### Eliminate Uncertainty in Today's Ever-evolving Threat Landscape

**31%** are uncertain if they are protected against cross-site scripting.

**31%** don't know if they are adequately protected against DNS forgery.

**27%** are unsure they could protect against SQL injection.

**24%** are uncertain about their ability to protect against DDoS attacks.

*How are you defending your client's critical data in the face of a range of cyber adversaries?*



**Best Practice:** Financial institutions need a cloud-based security solution that automatically distributes and mitigates security threats.

### Simplify and Reduce Cost of Infrastructure

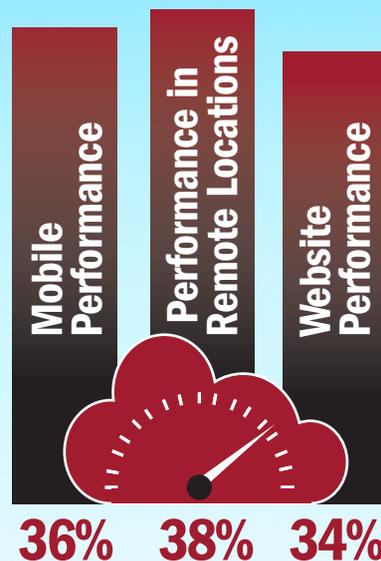
**49%** say the top improvement needed to meet business expectations is reducing the complexity and cost of infrastructure.

*How are you reducing the cost and complexity of delivering engaging customer experiences on any device, on any network, anywhere?*

**Best Practice:** Financial institutions can realize the cost advantages of agility, efficiency, and flexibility of scale and expand on-demand without building out expensive infrastructure.



### Keep Pace with Customer's Increasing Performance Expectations



Financial exchanges, insurance, asset management, brokerage, payments and banking institutions must:

1. Address security concerns to protect data where attackers originate and provide their clients peace of mind when moving to the cloud
2. Have a platform that ensures high availability
3. Provide high performing and engaging user experiences across devices to reduce churn and increase revenue

