



EQUINIX

RETAIL BANKING

DIGITAL EDGE PLAYBOOK

Accelerate delivery of personalized banking solutions to more customers and markets



ABOUT THIS PLAYBOOK

PURPOSE

This playbook outlines how retail bankers can provide more personalized, value-added experiences to meet customers' rapidly changing banking requirements anywhere in the world. It shows how interconnecting employees, partners and customers closer to where data is aggregated and collected can enhance insight to customer preferences, resulting in more personalized experiences. It also demonstrates how access to networks, clouds and industry ecosystems can accelerate the delivery of innovative solutions to market.

CHALLENGE

The ability to deliver a rich and secure customer experience anytime and anywhere is inhibited by traditional IT infrastructures that are unable to integrate products and services or provide unlimited transaction scale and reach. Centralized IT can't deliver high-performance connectivity to customers or adequately leverage data for insight on evolving customer needs. Traditional business architectures also constrain innovative product development, while non-bank competitors emerge to deliver new, value-added offerings to market.

NEED








Retail banking leaders are changing their IT infrastructures, bringing customers, employees, partners, clouds and data together to deliver high-quality user experiences. A global interconnection platform that reaches users wherever they are with secure, low-latency connectivity enables the insights required to develop personalized products and services. In addition, access to ecosystems interconnected to networks, clouds and partners facilitates collaboration, enabling new solutions to be delivered to market faster.

TABLE OF CONTENTS

2	About
3	Executive Summary
4	Market Trends
5	Interconnection Insights
6	Current-State Constraints
7	Future-State Capabilities
8	Strategy
9	Roadmap
10	Platform
11	Getting Started

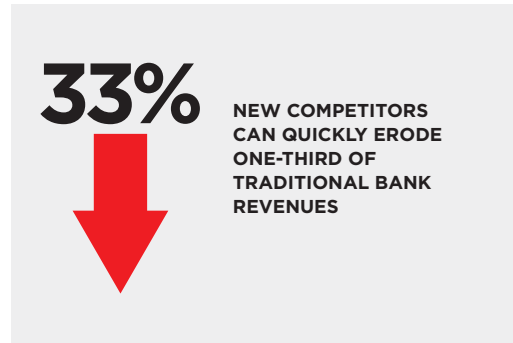
EXECUTIVE SUMMARY

Retail bankers require greater collaboration and deeper insights to develop personalized, responsive offerings in a timely fashion

TRENDS AND INSIGHTS		CONSTRAINTS AND CAPABILITIES		PLAYBOOK		
TRENDS	INSIGHTS	CONSTRAINTS	CAPABILITIES	STRATEGY	ROADMAP	PLATFORM
						
Revenue is shifting away from traditional services, forcing retail banking leaders to adopt a distributed architecture that meets the demand for data-driven, anytime-anywhere, self-service experiences.	Interconnection Bandwidth growth is compounding, creating an opportunity for retail banking firms to integrate ecosystems, cloud and analytic capabilities, and reach new markets with innovative offerings.	Traditional banking product development and delivery processes based on centralized infrastructures limit business insights into customers, inhibit global collaboration, slow innovation and degrade user experience.	A distributed interconnection platform streamlines digital engagement and integrates real-time capabilities, simplifying the creation and delivery of highly personalized experiences.	Retail banking firms are distributing business exchange points in proximity to users to deliver tailored offerings, standardize governance, and provide timely intelligence to customers, partners and employees.	The roadmap offers a step-by-step approach to transforming digital business by interconnecting partners and ecosystems using best practices from an Interconnection Oriented Architecture® (IOA®).	Achieving these digital transformation goals requires a platform that can support three critical elements provided by Platform Equinix®.

MARKET TRENDS

Digital is redefining retail banking, threatening traditional revenue sources...



Source: Accenture, Banking Survival Point of View

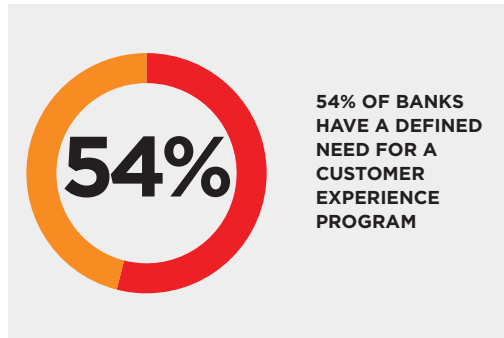
Implications

- Banking leaders are transforming traditional services by engaging with customers in new ways and connecting to strategic ecosystems.
- Banks are adopting the same agile business models that have enabled fintech and non-banks to rapidly capture customer trust and market share.

Summary

Retail banks need to personalize customer experiences and enable self-serve capabilities to compete with new digital banking and fintech offerings. By leveraging information and automation, they can reduce costs, ensure compliance and gain real-time insights into customer digital banking needs. They can achieve these goals on a distributed interconnection platform that directly and securely connects employees, industry ecosystems and customers across markets.

...while consumers demand self-serve, anywhere access to highly personalized experiences...



Source: Deloitte, 2018 Banking Industry Outlook

Implications

- Customers expect personalized interactions and recommendations based on real-time insights combined with information and services from partner ecosystems.
- Centralized IT architectures are unable to engage with customers in new ways or offer innovative, online banking products and services.

...requiring a new, distributed IT architecture that interconnects people, clouds and data.



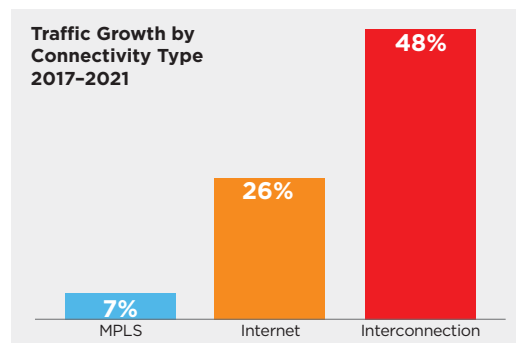
Source: IBM, Incumbents Strike Back

Implications

- A dynamic, new IT infrastructure enables personalized customer experiences across devices and locations, twenty-four hours a day.
- A distributed interconnection platform connects employees, partners and customers, accelerating time to market for integrated banking offers.

INTERCONNECTION INSIGHTS

Interconnection Bandwidth* is projected to outpace growth of internet and MPLS traffic...



Equinix, Global Interconnection Index Volume 2

Opportunity

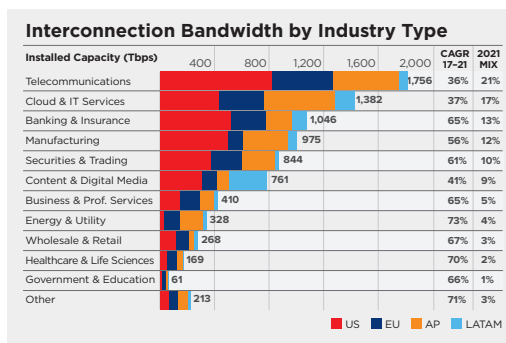
Interconnection, the direct and private traffic exchange between key business partners, is needed for scale. Retail banks are taking advantage of this trend by establishing distributed, private traffic exchange and control points at the edge, near employees, industry ecosystem partners and customers.

Summary

Global Interconnection Bandwidth is expected to grow at 2x the rate of internet traffic, creating an opportunity to meet demand for direct, secure business exchange. The banking and insurance sector is experiencing compound growth in Interconnection Bandwidth, as more retail banks build points of exchange near customers, employees, cloud providers and ecosystem partners. Interconnection is enabling real-time data analytics and AI, allowing retail bankers to meet their unique needs with personalized experiences.

*Interconnection Bandwidth is the total capacity provisioned to privately and directly exchange traffic with a diverse set of counterparties and providers at distributed IT exchange points.

...with the banking and insurance sector projected to grow 65% year-over-year...

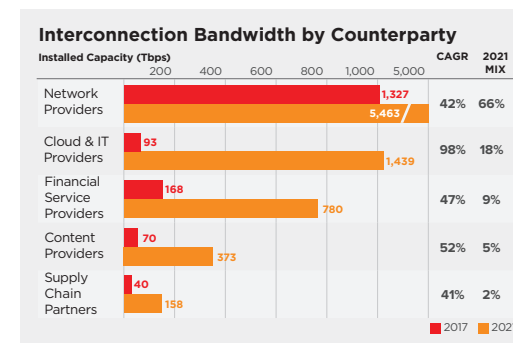


Equinix, Global Interconnection Index Volume 2

Opportunity

Banking and insurance firms require Interconnection to gain greater insights into customer requirements for personalized, value-added products and services. By interconnecting to ecosystem partners, employees and customers, they can deliver those services anytime, anywhere and over any device.

...and increased interconnection to ecosystems, including cloud and IT providers, growing 98%.



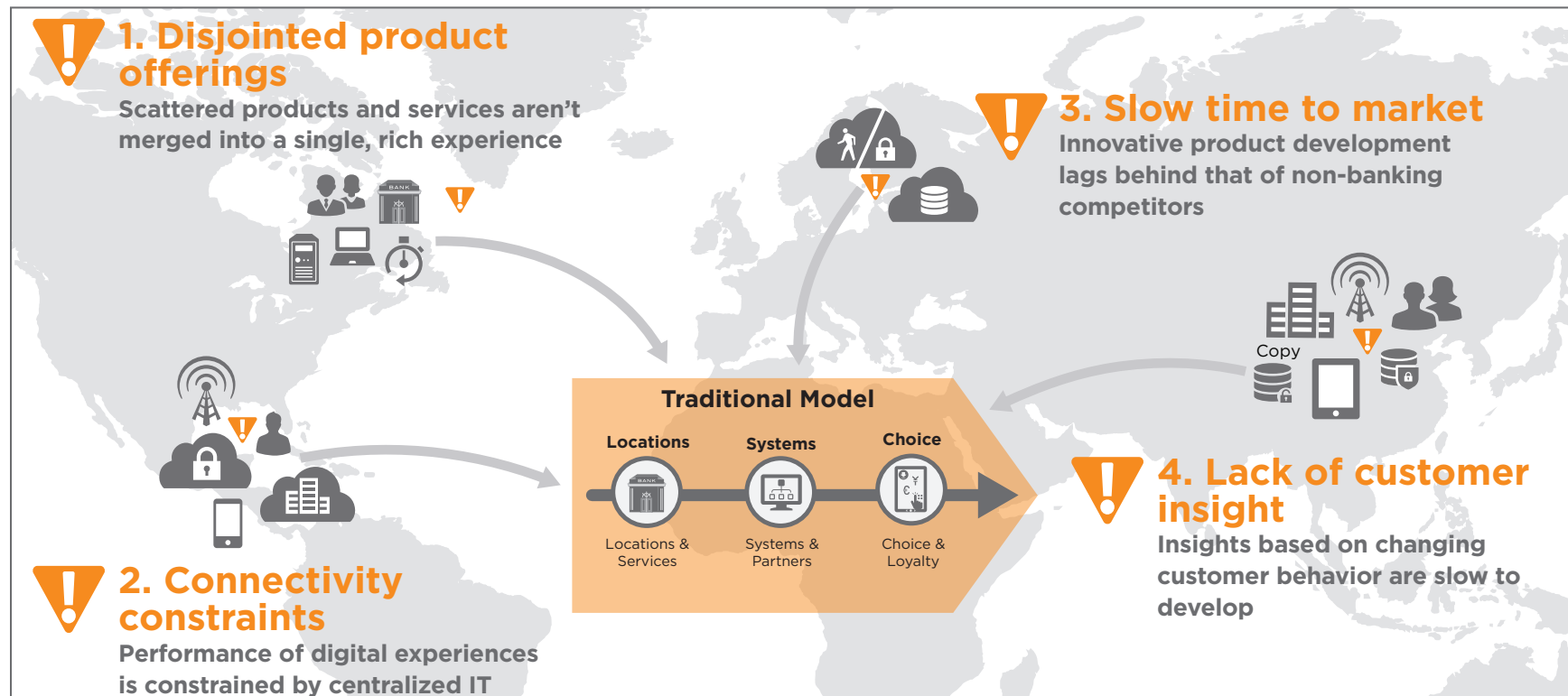
Equinix, Global Interconnection Index Volume 2

Opportunity

Interconnection to cloud and IT and network providers allows retail bankers to bring personalized products, services and experiences to market faster. Anytime, anywhere access to retail banks' services and the use of real-time consumer data capture and feedback drive targeted, value-driven offers.

CURRENT-STATE CONSTRAINTS

Retail banks can't deliver solutions to meet changing customer and market needs fast enough

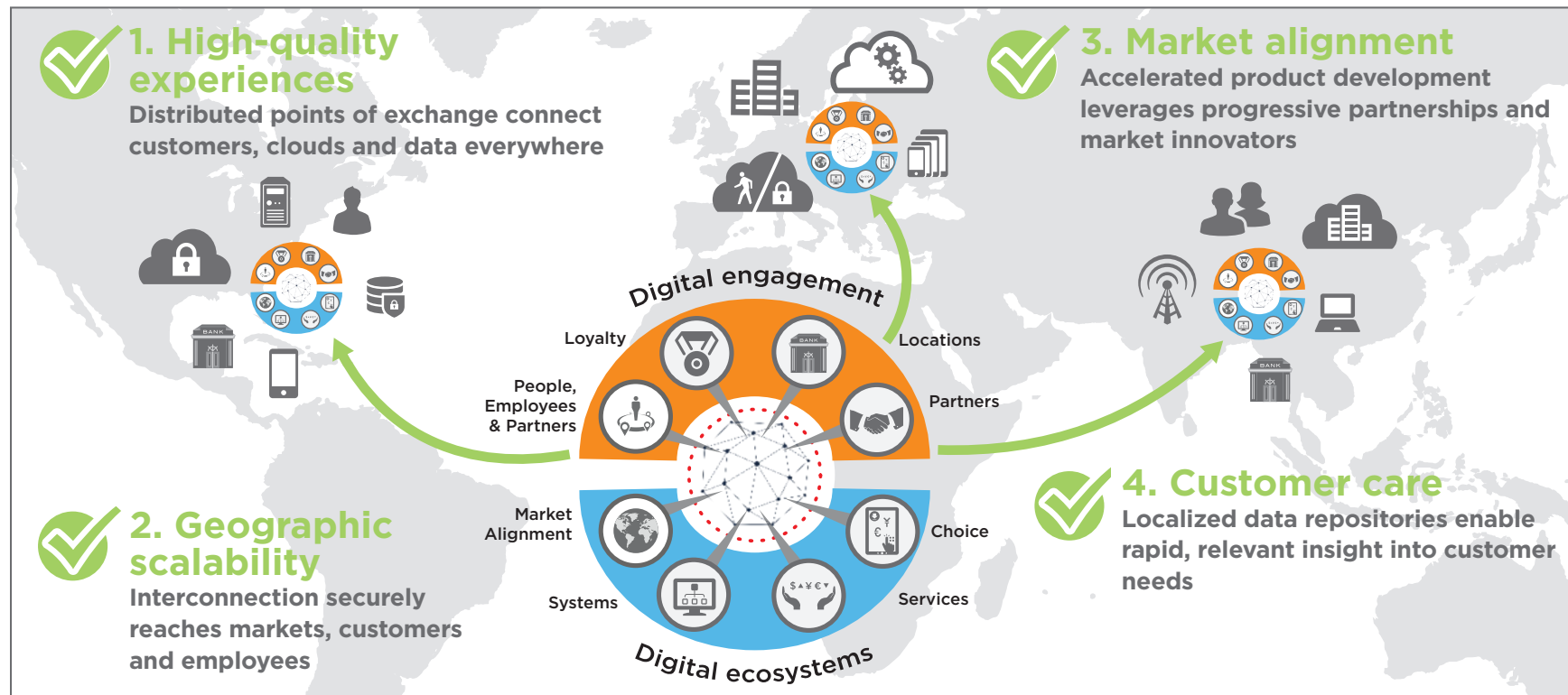


Summary

Traditional, siloed IT infrastructures can't integrate products and services into a single, rich customer experience. Centralized IT also constrains the performance of digital experiences delivered to customers at scale on a variety of devices. Retail banks are unable to bring new solutions to market quickly or take advantage of data and analytics for insights that could drive customer loyalty and growth. The result is an inability to effectively compete with non-bank and fintech entrants.

FUTURE-STATE CAPABILITIES

A dynamic IT infrastructure provides high-quality experiences and quickly delivers targeted value to customers



Summary

Interconnection integrates people, clouds and data, enabling the secure delivery of high-quality customer experiences to markets, employees and customers around the world. Access to partner ecosystems allows retail banks to create innovative offerings and accelerate the delivery of those offerings to market. Finally, real-time information and analytics produce fast, relevant insights into changing customer requirements.

STRATEGY

Architecting for digital business requires an interconnection-first approach

Summary

Retail banks can leverage digital capabilities to engage clients with personalized experiences. A distributed platform enables firms to increase innovation, standardize operations and scale the business through data-driven insights.

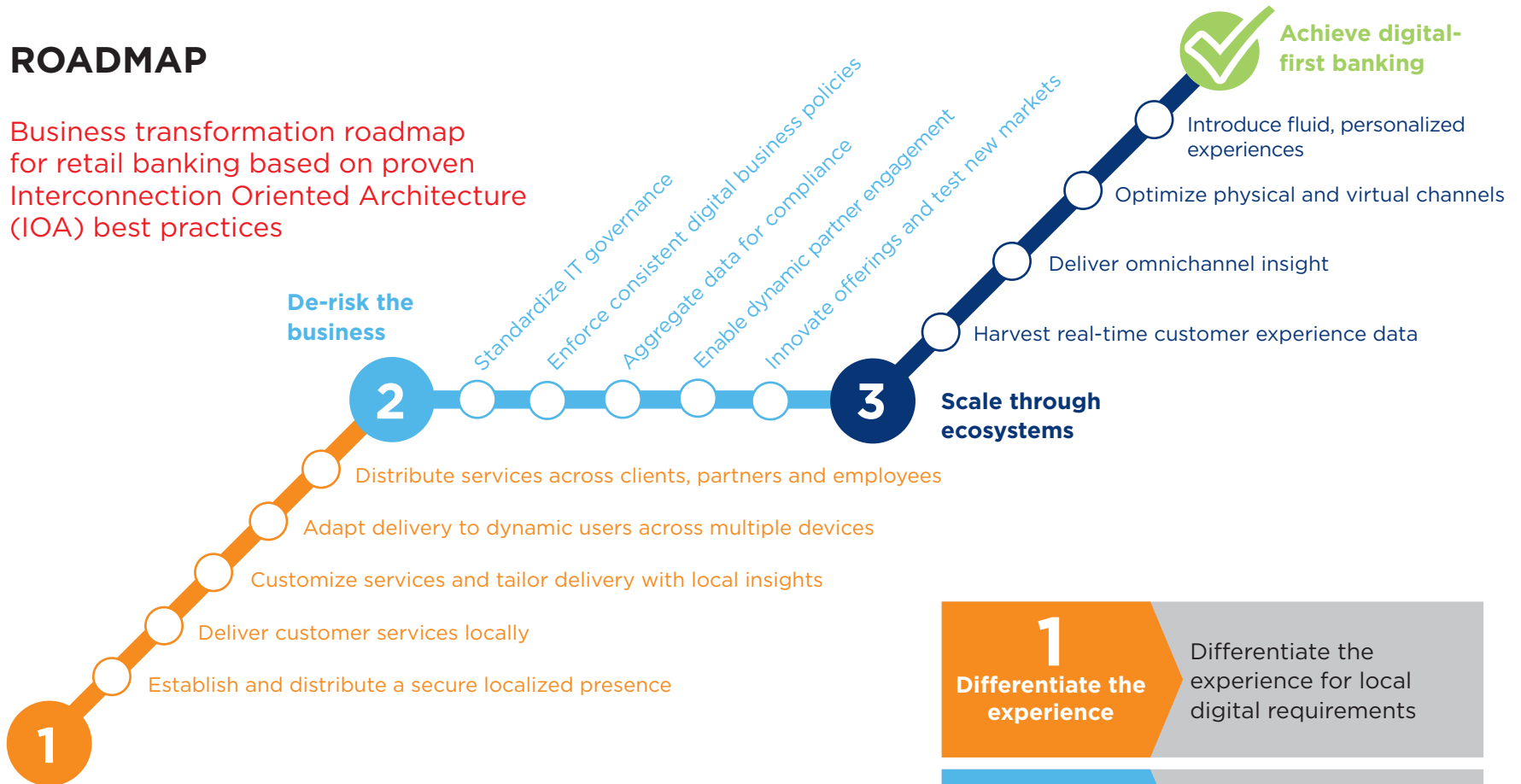
Network, cloud, SaaS, content and other service providers help retail banking firms achieve a digital-ready state by enabling capabilities and ecosystem exchange to support highly scalable, always-on, self-service business models at the digital edge.

Hosting and managed services providers help retail banks transform their businesses and integrate third-party solutions, enabling rapid delivery of expanded service offerings to meet customer needs.



ROADMAP

Business transformation roadmap
for retail banking based on proven
Interconnection Oriented Architecture
(IOA) best practices



Differentiate the experience

Summary

The business transformation roadmap offers retail banks guidance for achieving a digital-ready business model that captures new revenue growth. Follow the three-step plan to differentiate the experience for customers, partners and employees; reduce business risk; and enable scale through ecosystems. Adoption of these phases can result in new business models that grow revenue through rapid innovation and a comprehensive understanding of customer needs.



PLATFORM

To achieve the benefits of the strategy and the roadmap steps in this playbook, your architecture and platform require three critical elements: global location coverage, private interconnection with rich digital ecosystems and the capability to integrate, standardize and simplify control.

Global Coverage



Digital edge control point locations where you need them, close to...

Customers

Employees

Partners

Things

Reach Everywhere

- Global, metro cities and markets.
- Geographical compliance and sovereignty.
- Business operations and offices.

Interconnection and Ecosystems



Direct and dynamic private exchange of data across...

Networks

Clouds

Payments

Supply Chain

Interconnect Everyone

- Access network and cloud providers.
- Participate in ecosystems exchange.
- Leverage commoditized services.
- Share and exchange data.
- Transact using digital commerce.

Integration and Control



Integrate digital and physical services to control and optimize...

Security

Data

Applications

Business

Integrate Everything

- Marketplace of control functions.
- Cloud and managed services.
- Private data and distribution repositories.
- Globally standard policies.
- Business continuity and control.
- Digital commerce and payments.

GETTING STARTED

Playbook
Companion
Resources

Request a detailed briefing or strategy workshop with our experts.

Contact your Equinix account executive and learn more at equinix.com

Equinix Americas

Main: +1.650.598.6000
Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305
Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788
Email: info@ap.equinix.com

The Platform Equinix Vision



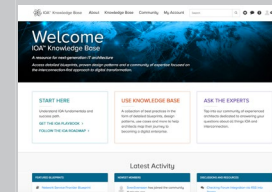
Develop personalized retail banking customer experiences by leveraging an interconnected platform and service provider ecosystem.
eqix.it/PlatformEquinixVision

Global Interconnection Index



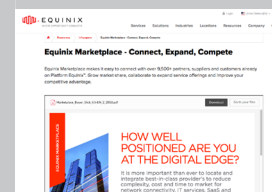
Learn how global growth in interconnection bandwidth is shaping new opportunities for retail banks and the ecosystem partners that support them.
eqix.it/InterconnectionIndex

IOA Knowledge Base



Download proven network architecture blueprints and design patterns based on industry-leading implementations of IOA.
eqix.it/IOAKB

Equinix Marketplace



Discover an entire world of service providers or search for new partners, suppliers or customers on Equinix Marketplace.
eqix.it/marketplacebrochure



Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at equinix.com

Equinix Americas

Main: +1.650.598.6000

Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305

Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788

Email: info@ap.equinix.com

[Equinix.com](https://equinix.com)

© 2018 Equinix, Inc.