

THE CHALLENGE

Centralized service delivery models are becoming obsolete. More and more financial transactions are completed through mobile and online applications.

62% OF AMERICANS PRIMARILY USE DIGITAL BANKING



MILLENNIALS DO MORE THAN HALF OF THEIR FINANCIAL PLANNING ONLINE²

TRAFFIC TO TOP RETAIL BANKING WEBSITES HAS GROWN

121% IN 4 YEARS²

87% OF FINANCIAL SERVICES EXECS EXPECT MOBILE ACCOUNT ORIENTATION TO BE ON PAR WITH OR SURPASS TRADITIONAL METHODS IN THE NEXT

3 YEARS

ONLINE FINANCIAL INTERACTIONS BRING IN **72%** MORE REVENUE THAN BRANCH INTERACTIONS⁴

ONLY **28%** SAY THEIR BANKING PROVIDER'S CUSTOMER SERVICE HAS IMPROVED OVER THE PAST YEAR⁵

41% WOULD SWITCH BANKS DUE TO A BAD CUSTOMER EXPERIENCE⁵

57% OF MILLENNIALS WOULD CHANGE THEIR FINANCIAL RELATIONSHIP FOR A BETTER TECHNOLOGY PLATFORM⁶

76%+

What's coming?

MORE AI AND VOICE-AUTOMATED FINANCIAL CONCIERGES⁷

OF MILLENNIALS WOULD CONSIDER NON-FINANCIAL BRANDS FOR FINANCIAL SERVICES⁷

53% OF 18-34 -YEAR-OLDS TRUST THAT AUTOMATED BANKING PROCESSES CAN PROVIDE RELEVANT AND ACCURATE INFORMATION⁸



THE OPPORTUNITY

YOUR IT INFRASTRUCTURE NEEDS TO MOVE CLOSER TO MOBILE USERS

REDUCED LATENCY AT THE EDGE OF THE NETWORK.



EDGE DATA CENTERS PUSH MOBILE AND ONLINE APPLICATIONS CLOSER TO THE DATA SOURCE AND END USERS

CAPEX SAVINGS APPROACH **50%**

FOR EDGE DATA CENTERS COMPARED TO CENTRALIZED DATA CENTERS⁹

RESULT

BETTER CUSTOMER EXPERIENCE AND STRONGER BRAND PREFERENCE (\$)

BY 2020

CUSTOMER EXPERIENCE WILL OVERTAKE PRICE AND QUALITY AS THE KEY BRAND DIFFERENTIATOR

Edge vs. Cloud

4 REASONS WHY EDGE IS BETTER THAN CLOUD

- 1 NEAR REAL-TIME DATA ANALYSIS
- 2 LOWER OPERATIONAL AND DATA MANAGEMENT COSTS
- 3 LESS NETWORK STRAIN BY REDUCING THE AMOUNT OF DATA SENT BACK TO THE CLOUD
- 4 KEEPS OTHER IT ASSETS UP AND RUNNING IN THE EVENT ONE DEVICE MALFUNCTIONS

MOBILE EDGE COMPUTING IS EXPECTED TO GROW AT A

CAGR 35.2%¹⁰

Advantages of the edge

- ▶ MORE RELIABILITY WITH FEWER SERVICE INTERRUPTIONS
- ▶ BETTER CUSTOMER EXPERIENCE FOR USERS THROUGH FASTER DOWNLOADS
- ▶ CARRIER OPTIONS ALLOWING YOU TO REACH ALL CUSTOMERS
- ▶ QUICKER RESPONSES THROUGH GEOGRAPHICALLY CLOSER STORAGE

With unsurpassed reach, interconnectivity and expertise, FLEXENTIAL is leading the edge data center revolution. We offer a cost-effective and superior alternative to aging and inadequate centralized data center models.

For more information, contact us at **877.448.9378**

