

Control Infrastructure Costs

How you can drive operational efficiencies and new revenue opportunities for your banking or credit institution.

Recent studies show that 78% of banking and credit institution IT professionals consider technology a key or important enabler for growing revenue. For example, 58% of the same group reported that investments in managed services would impact their ability to grow revenue.¹

Banking and credit institutions are under constant pressure to run more efficiently as demands are constantly on the rise while operational budgets remain flat. However, with the right investments in your IT infrastructure, you can now not only meet but exceed demands while also freeing up key resources for innovation.

What if you could offset the cost of enhancing core banking and network security systems with growth from new IT-enabled products and services? Would this help you optimize your limited IT budget? The key to driving efficiency is the ability to control costs and make informed spending decisions when it comes to investing in your infrastructure.

Increase Operational Efficiency

What does your current network inventory look like? How much do you think you overspend on network capacity each month? As simple as this sounds, many bank and credit institutions still lack two main insights:

- An accurate picture of existing front, middle and back office network capacity needs
- An understanding of actual usage patterns between front and back office, including gaps and overlaps

When you work with CenturyLink, you can depend on expert IT support and resources that provide an accurate picture of what your capacity looks like. You can review front, middle, and back office processes, business rules, and legacy systems to help make more informed decisions

about capital investment options, operational changes, accounting changes, and new acquisitions.

With accurate resource allocation and the ability to increase or decrease capacity as needed, you can now integrate new locations and develop more efficient processes throughout your organization.

Create New Revenue Opportunities

An Intuit survey revealed the need for banks to diversify digital offerings. The study showed that “nearly one in four Americans currently uses mobile banking, and another 17 percent plan to try it in 2012.”²

When you partner with CenturyLink, you can build and support a flexible IT infrastructure that can help you take advantage of opportunities like these, including expanded mobile services and video conferencing services for remote customer service and advice.

For example, we helped our customer Sun Bank develop and deploy a custom Hosted VoIP solution throughout their 81 branches which resulted in a 25% reduction in operating expense, “and with that,” states CIO, Angelo Valletta “we would be able to invest in other technologies to bring to the table, from a fraud/security standpoint as well as the back-end infrastructure.”

Visit centurylink.com/banking or ask your representative for related solution briefs to learn more about what CenturyLink can do for your organization.

¹CIO Custom Research Study: IT as an Enabler of Business Success. IDG Research. September 2011.
²Financial Services Online Financial Management Survey. Intuit. October 2011.

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