

How Banks and Credit Institutions Can Drive Operational Efficiency and New Revenue Opportunities

Benefits

- Gain an accurate account of your IT infrastructure, including capacity needs and usage
- Develop IT solutions that fit your actual needs and pay for only what you use
- Redirect savings and resources to new revenue projects and lend business value to IT

Financial 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 not only meet but exceed demands while also freeing up key resources for innovation.

Improve IT Efficiencies and Security

What if you could support more network-based operations for both your internal and customer services without a major investment? What if you could be sure you were paying for only the resources you needed?

When you partner with CenturyLink, you can depend on a Tier 1 network and a host of enterprise-class solutions that can help you grow your bank or credit institution to its full potential without a major time or budget investment. We can help you limit equipment costs and help reduce operating expense by providing more flexible functionality for your existing equipment, including:

- IT Infrastructure and Applications
- Security Services
- Voice & Data Networking
- Contact Center Solutions

With CenturyLink, you can also depend on expert help with the design and deployment of more efficient front, middle and back office operations. Our expert IT services teams help you create a complete IT infrastructure solution based on an accurate assessment of your capacity requirements at each level, so you can be sure you are paying for only what you need.

Develop New Revenue Opportunities

What if you could generate savings from more efficient operations? Would you apply these resources to developing new revenue opportunities?

Advancing technology provides your bank or credit institution with new opportunities to enhance the customer experience and help you keep pace with your competitors.

CenturyLink can not only help you improve operational efficiency, but also provide you with the right technology and support for emerging, IT-enabled delivery models like:

- Expanded online services
- Automated payment and service portals
- Over-the-air mobile payment systems
- Video-conferencing for remote customer advice
- Card management software

A CenturyLink Metro Ethernet service allowed one of our large-sized banking customers to remove hardware and support costs across 20 locations, providing a savings of \$120k per year that went directly to their bottom line.

They were also able to set up their own colocation services, providing a flexible disaster recovery plan, without additional costs. This saved the company an estimated \$375k per year in colocation development costs.

What would your organization do with the savings? Would you extend your mobile banking capabilities?



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Click the titles [in green](#) to download more information.

Ensure Continuous Operations

You can run more efficiently by bringing more of your front, middle and back office operations to your network, providing greater automation and consistent availability.

- Fast reroute and route diversity
- Redundant and multiple access methods
- World-class hosting/data centers
- Network redundancy & protection
- 24/7, end-to-end performance reporting
- Network monitoring services
- Professionally staffed network operations centers
- Consulting and implementation support

Avoid Obsolete Technology Investments

You can deploy flexible IT solutions that can respond efficiently to the onset of new regulations, customer banking trends, or front or back office process improvements.

- Financing and leasing options that include upgrades
- Multiplatform network edge
- Extensive cloud services and bundles
- Lifecycle management services

Avoid Billing Errors

You can depend on billing accuracy and comprehensive billing support for all your communications solutions, from front office to infrastructure, all on a single bill.

- Dedicated service manager
- First bill review
- Quarterly service reviews
- Customized billing

IT Infrastructure and Applications

You can depend on scalable solutions that limit capital investments and help decrease operational expense and total cost of ownership.

- [Compute-on-Demand Services](#)
- [Cloud Infrastructure Services/laaS](#)
- [Managed Hosting and Colocation Services](#)
- [Storage and Backup Services](#)

Security Services

You can stay ahead of evolving security threats while maintaining quality customer service, especially in the area of front office and retail delivery channels.

- [Managed Security Service](#)
- [AVAS/Web Filtering](#)
- [DDoS Mitigation](#)
- [Professional Security Services](#)
- [Intrusion Detection and Prevention](#)

Voice & Data Networking

You can operate more efficiently with converged voice and data solutions supported by flexible networking platforms.

- [CenturyLink iQ™ Networking Internet Port](#)
- [CenturyLink iQ™ Networking Private Port](#)
- [E-Line](#)
- [SIP Trunking](#)
- [Integrated Access](#)
- [Metro Ethernet & Optical Wavelength Services](#)

Contact Center Solutions

You can improve your CRM strategy and drive new revenue by capturing, analyzing and acting on timely customer data gathered from self-service contact solutions.

- [Call Routing: Intelligent Pre-Route](#)
- [Hosted IVR](#)
- [On Demand IVR](#)
- [EZ Route](#)

Visit centurylink.com/banking today.

