

Finance Industry Solutions

A secure investment in network technology.

As economic conditions continue to change, the Finance Industry is faced with the pressure of increasing operational efficiencies to improve overall performance. In addition, issues such as information security remain at the forefront of customers' minds as identity theft has become the fastest growing financial crime in the United States. More than ever, the Finance Industry needs to effectively manage resources, services, and security to improve customer satisfaction and succeed among constantly emerging competition.

Sprint offers solutions that contain the technology, services, partners and Industry knowledge to address the challenges financial institutions face on a daily basis.

Industry challenges

Protecting customers' assets presents the following set of challenges in the Finance Industry:

- > **Information security regulations:** Due to increased use of Internet commerce, rates of financial crime in the U.S. are growing, with the cost largely borne by banks and financial institutions
- > **Changing customer preferences:** New markets are emerging and business is expanding, prompting financial institutions to explore new customer segments and product opportunities
- > **Efficient operations:** Increased costs of doing business are causing financial institutions to streamline, automate or outsource critical operations such as sales, customer data management and IT infrastructure
- > **Changing customer relationships:** Customer relationships are evolving, and the Finance Industry must adapt through improving customer acquisition, cross-selling and building a strong customer base
- > **New revenue sources:** Pressure to outperform competition is prompting the Industry to deliver content and services over multiple platforms, improve product innovation and increase sales effectiveness and response

Industry solutions

Solutions offered by Sprint are tailored to meet the ever changing needs of the Industry:

- > **Branch and mobile banking solutions:** Provide wireless, secure data access for branches and employees, connect customers to account information, bill statements, fund transfers and customer service support, and securely connect ATMs with a managed wireless WAN solution
- > **Sales information access:** Provide customer information, management tools, and existing office and loan origination applications to a mobile sales force using high-speed wireless connections and smart devices
- > **Connectivity solutions:** Manage the entire network by optimizing the design, implementation, and maintenance of voice and data networks, converge wireless voice and data to headquarters and campus while expanding wireless coverage and capacity, and provide a secure networking environment by segmenting data throughout the network via virtual routers and tunneling
- > **Business continuity and disaster recovery:** Help ensure communications and connectivity during emergency situations by informing necessary parties of current plans, maps, call lists and escalation procedures on smart devices

Value-added solutions that require an
in-depth and integrated approach



Solution benefits

Sprint delivers solutions that solve real business problems within the Finance Industry:

- > **Improve operational efficiency:** Deliver highly productive mobile and integrated solutions that are easy and simple to manage
- > **Meet information security guidelines:** Protect and preserve proprietary information, content, and customer privacy, while helping to maintain compliance with national security standards for protecting data
- > **Improve customer satisfaction:** Give customers access to their bank anytime or from virtually anywhere and provide them with more control over their finances via the ability to communicate with the bank in a variety of ways
- > **Support organic growth:** Provide access to key customer information and management tools to increase accuracy and timeliness in funnel forecasting
- > **Reduce network burden:** Simplify IT processes through fully-managed network solution backed by a global IP-backbone that provides end-to-end security

Case study

A large bank in the Northeastern U.S. needed a more efficient wireless automated teller machine network to meet demands. The bank wanted to speed installation and implementation of machines, to serve customers at nontraditional locations, and to cut costs – all without compromising customer service.

Using Sprint's powerful Mobile Broadband Network, the bank replaced their existing systems with Sprint Wireless WAN technology. This technology allowed a wireless connection to be implemented between their ATMs and kiosks, as well as bank or retail locations with the assurance of a high level of security.

Today, the bank no longer waits for a local phone company to install an expensive line to the machine, speeding the deployment of machines and driving down costs considerably. With the ability to respond to local, city, and state events, the bank is now better equipped to address customers and provide a presence through its automated tellers. With Sprint Wireless WAN, the bank is now more nimble, efficient, and responsive to its customers, greatly enhancing its customer service.



For more information on solutions for the Finance Industry, visit www.sprint.com or contact your Sprint representative