



Modernizing financial services with Citrix

citrix®

How Citrix helps firms stay competitive, secure, and flexible in today's evolving marketplace



In today's competitive market, it is more challenging for financial organizations to stay ahead of the competition. Modern challenges like economic pressures, fintech, and open banking are leading change in the industry. Today, three immediate industry trends are pressuring firms to move forward quickly:

- 1. Digital transformation**
- 2. Evolving security threats and regulations**
- 3. Flexible work environments**

As economic uncertainty and geopolitical tension continue to impact the markets, financial services providers must prioritize digital transformation to combat disruption and drive growth. Financial institutions must adopt flexible digital strategies with robust security capabilities to protect against data breaches while enabling secure, remote access to critical systems that reduce silos and improve customer value.

Traditional ways of banking are becoming obsolete for consumers too, with many consumers opting for more technology-focused banking solutions so they can access their money from anywhere. It's no secret that today's customers want more information, more access, more options, and more autonomy. Customers expect even the most traditional financial firms to have tech-forward solutions that allow them to manage their products and services in real time, make decisions based on data-driven insights, and protect them from security threats.

The primary goal of any financial firm is to drive growth and profitability. But to do so, they will need to escape constraints of legacy systems with solutions that help them respond quickly to new priorities. Let's take a closer look at each trend driving this change.

Digital transformation

63%

of top institutions transitioned to the cloud in 2023¹

The top priority for nearly two-thirds of financial institutions in 2023 was moving to the cloud, and for good reason. Digital transformation is top of mind for so many institutions because it speeds up product innovation and real-time processing for loans and other applications. Moving to the cloud also fills the gap left behind by aging COBOL platforms that are no longer secure enough or powerful enough to support personalization, transparency, and innovation at the scale that financial institutions need. This is especially important considering the increasing customer demand for digital financial solutions and increasing competition from fintech companies.



Hybrid solutions

Firms need a technology infrastructure designed to support modern development practices.

Because technology has become central to the consumer experience, there's no excuse for financial firms to fall behind in providing the customer-facing solutions the market demands. In an increasingly competitive financial service marketplace, customers can easily take their business elsewhere.

However, with increasing regulatory requirements and laws to protect consumer data, in some cases it's not possible to move fully to the cloud. Additionally, some financial institutions may have existing investments in on-premises infrastructure or need to control cloud spending. This is where hybrid solutions shine. Cloud and on-premises infrastructure can be managed side by side with Citrix for a comprehensive hybrid solution custom-built for every financial organization.



Improve operational efficiency and sustainability

Citrix can help optimize resource utilization, increase efficiency, and shift to cost-efficient cloud technologies. With Citrix, organizations can lower hardware overhead and maintenance by pairing digital workspaces with secure, durable, low-maintenance endpoints. Application and desktop virtualization also help simplify operational management, decrease the cost of new service delivery, and even reduce emissions.

- Reduce costs for hardware provisioning, management, and maintenance by transitioning to cloud resources and thin clients, Chromebooks, MacOS, and bring your own device (BYOD) policies
- Lower costs for application development, migration, and cloud deployments
- Decrease data center energy consumption to reduce carbon footprint and meet sustainability goals



“Citrix has provided us at Indiabulls a stable platform that has centralized management of all our end-user machines, which has brought significant efficiencies around the key parameters of security and user experience while reducing cost and improving response times.”

- [Pulkit Juneja, Datacenter/Infrastructure Project Lead, Indiabulls](#)

Evolving security threats

\$449.1 million

Amount extorted globally in the first half of 2023²

\$4.45 million

Global average cost of a data breach in 2023³

With the explosion of data, applications, remote users, mobile devices, and BYOD policies in financial services, security risks have soared. Banks and other financial services firms have become prime targets for cybercrime like malware, phishing, ransomware, and more. With the cost of a data breach on the rise, it's no wonder financial institutions are adopting a more proactive security posture.

New regulatory changes

\$190 million

Amount of the Capital One data breach class action settlement for exposing 98 million customer's data⁴

Firms must keep data secure with Zero Trust application access to ensure compliance without impeding business.

Regulators have financial institutions in their sights, enforcing mandates and standards including GDPR, PCI-DSS, and GLBA. To ensure compliance without impeding business, firms must adopt a Zero Trust security posture to keep data secure while enabling employees to access the data and systems they rely on, wherever and however they're working. Data breaches have serious consequences, beyond the loss of consumer trust, as financial institutions must then pay fines and lawsuits.

There are new regulations coming too, including the European Union Digital Operational Act (DORA)⁵, which financial institutions in the EU must be compliant with by 2025. Citrix is designed around centralized delivery, visibility, and control of apps and data, with security built into the core of our solutions and practices, so as new regulations roll out, financial institutions can adapt to those changes with ease.

Reduce risk and boosting resiliency

Citrix helps strengthen data protection to enable rapid recovery from security incidents for better business continuity. With sensitive apps and data secured centrally on-premises or in a secure public cloud, Citrix helps safeguard sensitive information more effectively, enhance corporate security, respond to compliance mandates, and reduce a firm's audit footprint.

Also, as remote and hybrid work moves beyond the firewall, Citrix can modernize security to better protect distributed employees, applications, devices, and networks by encrypting data in motion, restricting data sharing, and wiping data from mobile devices for better security and compliance. Security analytics also deliver actionable insights to detect and deflect potential threats before they impact customers and employees. Citrix Analytics for Security:

- Supports a zero-trust model for access to virtual, SaaS, internal web apps, and more
- Provides a consistent security posture for all applications and APIs across multi-cloud environments to protect the entire landscape
- Reduces attack surfaces by storing sensitive data in the data center rather than endpoints
- Secures BYOD and COPE (corporate-owned personally-enabled) endpoints without undermining security and compliance
- Safeguards against threats with proactive, AI-powered threat detection and mitigation to identify anomalies in user behavior, outside threats, or endpoint issues
- Helps organizations recover quickly from security incidents and disasters

Flexible work environments

69%

of financial companies expect to have a majority of employees work from home at least once a week⁶

New workstyles and employee expectations in the financial industry

Hybrid and remote work have evolved into a new norm and financial firms need comprehensive solutions that enable a globally-distributed workforce. And as the battle to retain talent continues, hybrid work can help financial institutions win by providing more employee autonomy and a better work life balance.

Whether it serves traders who need high-speed connectivity, quantitative analysts who need computing capacity, or retail branch workers who need responsive platforms that deliver insights for customers, financial institutions need to deliver reliable application access anywhere, on any device.

As hybrid and remote work become the new norm, firms need solutions to support collaboration and innovation beyond the physical workspace.

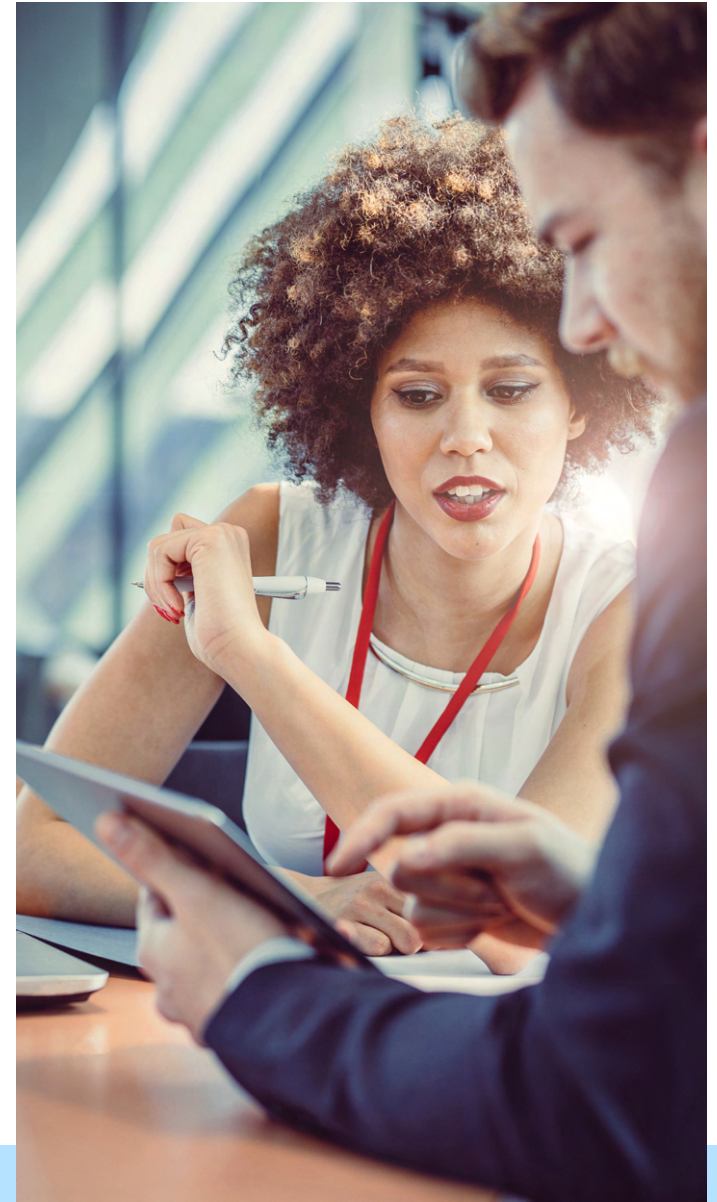


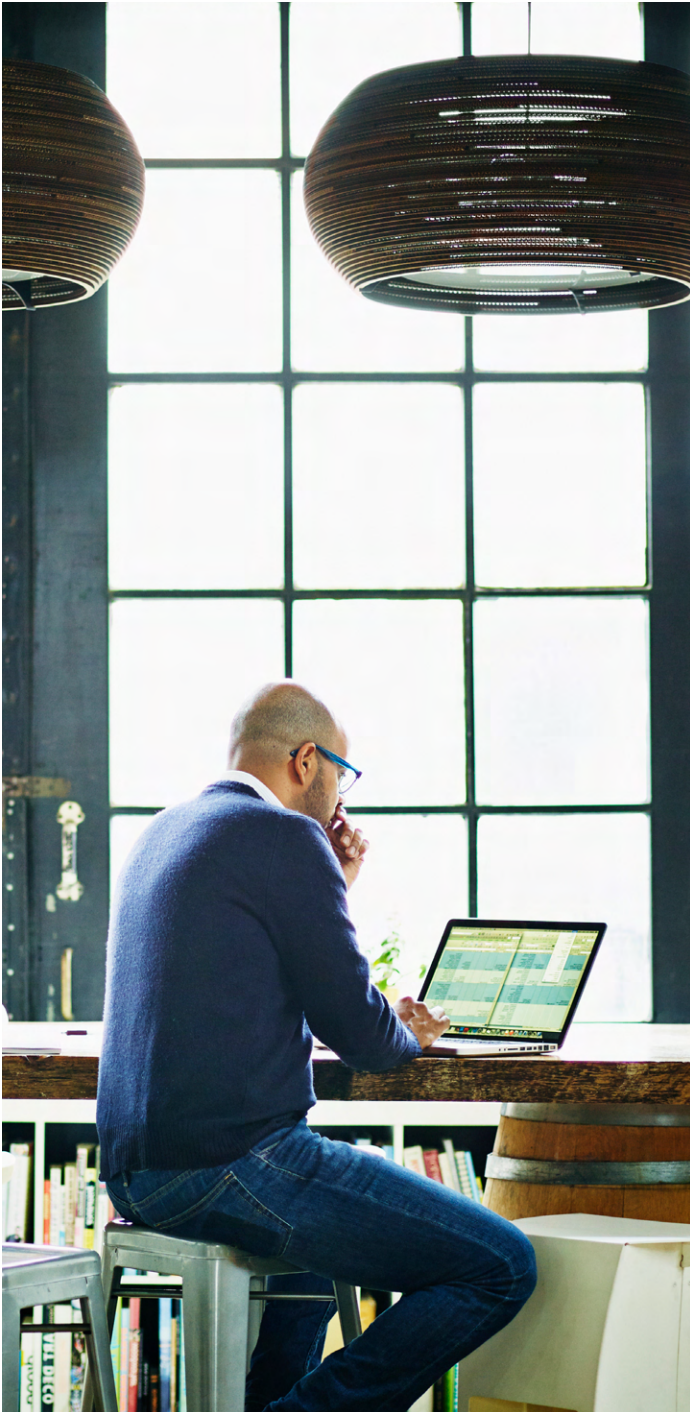
Deliver a better work experience

Citrix helps financial organizations provide flexible work options and secure anytime, anywhere access to business resources. From relationship managers and personal bankers to roaming branch staff and loan agents, Citrix helps employees access applications, information, and data from a single location without putting sensitive data at risk.

Citrix also helps speed up customer service, help desk, and call center response times with secure, high-performance, and reliable computing environments on laptops and desktop PCs. With Citrix, firms can adopt zero-trust best practices with modern application delivery and secure access technology, and ensure a consistent user experience with actionable network analytics. Citrix solutions:

- Help attract and engage skilled staff with flexible work options and secure access
- Enable employees to use BYOD and COPE devices without compromising sensitive client or personal information
- Provide single sign-on (SSO) access for zero-trust best practices
- Ensure a high-quality user experience on any network (including high-latency networks) and helps IT teams quickly detect, diagnose, and remediate performance issues





External data access and management

Most financial organizations use external entities like vendors, contractors, and consultants for additional support. However, using external resources comes with its own set of challenges, including ensuring the privacy of sensitive customer data and security of corporate information, managing and monitoring external access, and establishing secure connections between bank infrastructure and third parties. Not to mention the need for IT staff who are well-versed in both software systems and cybersecurity to make these connections happen.

With Citrix, organizations can provide least privilege access to third parties, the same as full time employees, or with restrictions on what applications and data third-party users have access to. Preselected groups of resources can also be delivered to third parties based on group memberships, so those users can be onboarded and offboarded easily without any risk of them accessing off-limits resources. Citrix also does not require corporate-owned devices, so third parties can bring their own devices and still securely access corporate resources, without leaving a trace of data on the endpoint.

Increase business agility

With Citrix, financial services organizations can open new locations more quickly, consolidate branches, rapidly launch new product or service offerings, and deliver new digital experiences to customers. Citrix solutions also aid in the acceleration of the time to value of changes like mergers, acquisitions, and divestitures. App and desktop virtualization solutions help provision and manage employee resources more easily, adapt readily to changing needs, and simplify IT operations.

Citrix also enables new customer and employee rollouts more quickly, such as using tablets to get branch agents out from behind the counter to serve customers or enabling remote employees to securely use any device anywhere. Hybrid cloud deployments provide a fast, flexible model for applications and services to:

- Combine and manage on-premises systems with cloud environments, SaaS, and VDI
- Streamline the rollout of new products and better user experiences
- Incorporate cloud resources to match organizational strategy and requirements
- Adapt and scale easily to meet changing business needs while keeping IT management simple and cost-efficient
- Accelerate the value of M&A, new locations, and branch consolidation by allowing IT to deliver applications and data anywhere, on any device, without the need to integrate legacy systems





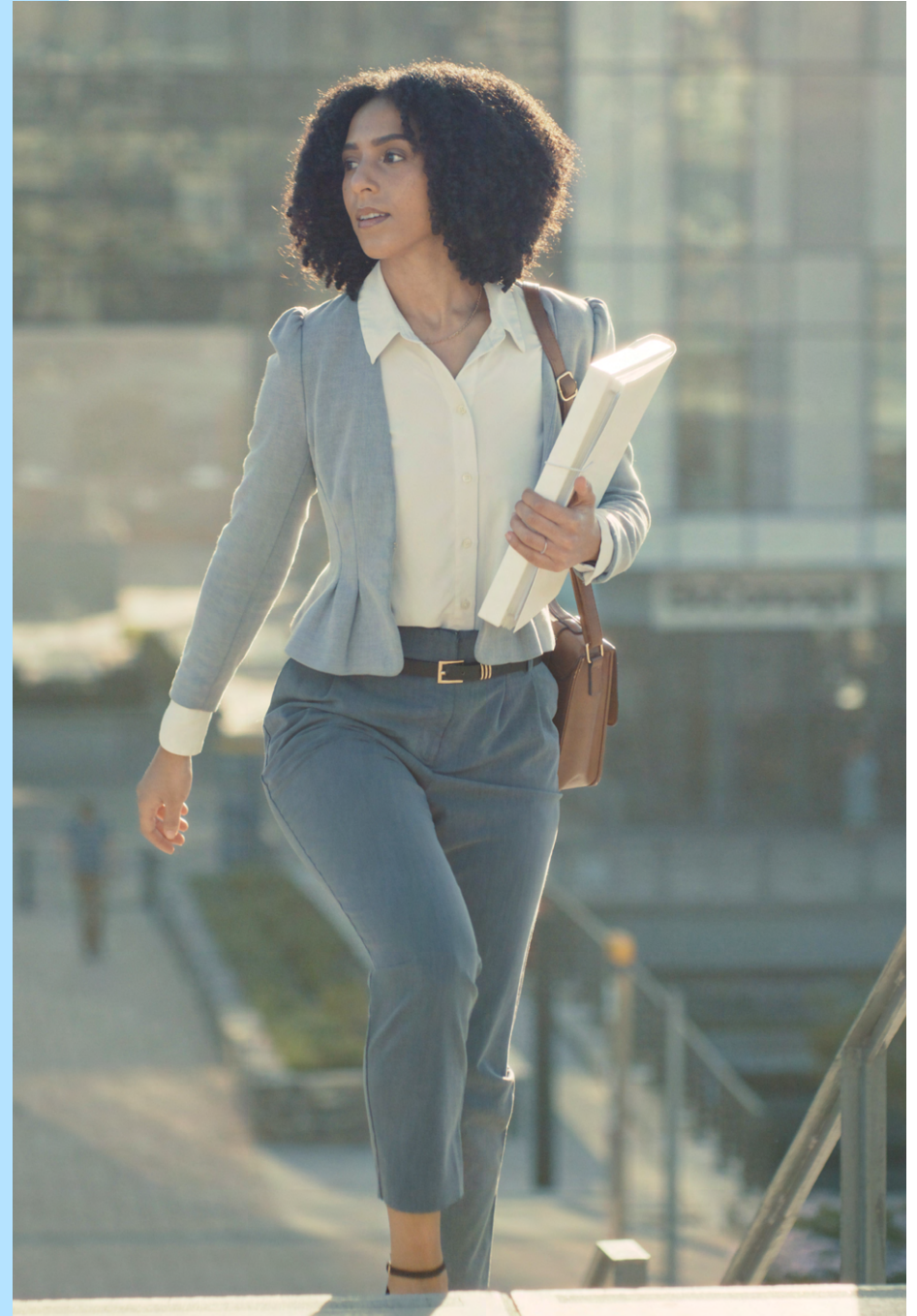
The opportunity for today's financial services firms

Though financial services increasingly recognize the urgency of digital transformation, firms have been hesitant to migrate workloads to the cloud often due to security and regulatory compliance concerns. This leaves many firms stuck using only legacy technologies and struggling to keep up with customers' demand for innovation and scrambling to support a workforce that needs application access and performance from any location.

So, what should financial firms prioritize to stay customer-centric, competitive, secure and flexible in today's market?

To compete in a rapidly changing market, today's firms can both modernize infrastructure and leverage their existing infrastructure more flexibly, delivering the evolving experiences demanded by both customers and employees. Citrix helps financial services firms:

- Escape constraints of legacy infrastructure through digital transformation to become more agile and competitive
- Adapt to contractor and supplier needs for a better experience, from anywhere
- Reduce data risk by strengthening protection and ensuring compliance without impeding business agility
- Meet employee expectations for more flexible work models without undermining security and compliance



Flexible work environments



Citrix app and desktop virtualization

Securely deliver virtualized apps, SaaS, and full Linux and Windows-based virtual desktops from the cloud or on premises to any device.

Citrix Virtual Apps and Desktops and Citrix DaaS are ideal for supporting remote and hybrid teams, streamlining IT management, and increasing scalability and flexibility.



Citrix security solutions

Leverage a unified stack of cloud-delivered services to provide a productive hybrid work environment with zero-trust security for employees working anywhere on any device.

Protect BYOD devices and safeguard applications from unauthorized access, browser-based attacks, and more.



Citrix monitoring and insights

Get real-time insights via simple, cloud-based dashboards to optimize performance across the entire Citrix environment. Monitor network activity and block threats without compromising the user experience, and isolate and solve performance problems before they become an issue for users.



Stay competitive, secure, and flexible in today's financial market. Get started at Citrix.com

1. <https://www.accenture.com/content/dam/accenture/final/industry/banking/document/Accenture-Banking-Top-10-Trends-2023.pdf#zoom=40>
2. https://www.dhs.gov/sites/default/files/2023-09/23_0913_ia_23-333-ia_u_homeland-threat-assessment-2024_508C_V6_13Sep23.pdf
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6. <https://www.pwc.com/gx/en/financial-services/fs-2025/pwc-retail-banking-in-2025.pdf>