

Powerful solutions for the future of financial services

How Citrix can help your financial institution securely deliver high performing applications across your organization



Financial organizations are upgrading their IT infrastructure to compete with fintech startups, to maintain security and compliance, to deliver exceptional user experiences, and to improve the employee experience. Moving to the cloud has helped many financial institutions modernize their IT stack, but most must maintain some on-premises facilities for data privacy. Finding a solution that can support both new cloud initiatives and seamlessly integrate with existing on premises resources isn't easy, but Citrix delivers.

Citrix is the leading solution for Fortune 500 companies for a reason. With more than 6,000 ecosystem integrations and more than 700 strategic partners, you can choose the best solutions for your business without being limited by vendor lock-in. Citrix offers specific solutions for your financial organization too, including workstation risk reduction and regulatory compliance, delivering banking specialist desktops, rapid onboarding for mergers and acquisitions, secure 3rd party access, digitizing retail banking experiences, and providing seamless financial customer service.

100M global users rely on Citrix to provide secure, reliable work solutions



Explore Citrix use cases

- 3 Employee risk reduction and regulatory compliance —>
- 4 Deliver banking specialist desktops —>
- 5 Rapid IT consolidation for mergers and acquisitions, banking expansion and divestiture —>
- 6 Secure 3rd party access for suppliers, partners, and contractors —>
- 7 Digitizing retail banking experiences —>
- 8 Seamless financial customer service —>



Employee risk reduction and regulatory compliance

Creating exceptional digital experiences for your users improves employee engagement and productivity. However, in the financial services sector, you have to ensure that your technology stack complies with all regulatory requirements and data privacy laws. In addition, many financial institutions still use legacy infrastructures and custom-built applications that are not designed to be as transparent and accountable as more modern infrastructures. In the event of a compliance issue, it would be incredibly difficult to find the data necessary to perform an audit with an outdated system. Modernizing your infrastructure to account for security, risk, and regulatory needs can help you deliver better user experiences while improving compliance.

Citrix is the only vendor that delivers the ability to be regulatory compliant at scale. This means that your employees can work from anywhere, on any device, without putting your organization at risk, giving you the flexibility to hire the best talent, no matter where they're located. If you're hiring, that means your business is growing, and you need to scale at the same pace. With Citrix app and desktop virtualization, you can scale applications and desktops plus NetScaler helps reduce latency for hybrid multi-cloud deployments with global server load balancing so your global workforce never has to slow down. This includes compliance for specific use

cases like onboarding, application delivery, box trader support, and 3D graphics and modeling.

Citrix security solutions are the other way that your organization can reduce risk in workstation delivery for your employees. A growing concern for many financial institutions is ransomware, which cost a record [1 billion dollars](#) in 2023. Citrix Secure Private Access and Enterprise Browser help you reduce expansion targets and reduce the risk of ransomware. In addition, Citrix supports a wide variety of single sign on (SSO) and multi-factor authentication (MFA) vendors, so you have the freedom to choose any vendor that best secures your business. Modernizing your authentication process for application access will create a better user experience for your employees and improve your security posture. Citrix is also compliant with [SOC 2, NIS2, DORA, and PCI 4.0 criteria](#), as you have full control over your environment with access to tools like dynamic policies, continuous security assessments, and zero trust application access.

With so many tools to securely deliver workstations to any user, anywhere, it's clear why Citrix is the leading application and desktop virtualization platform.



Deliver banking specialist desktops

Beyond just delivering workstations to all employees, you need to deliver specialty desktops to bankers in your financial institution. These desktops are used by high-stakes traders, trading support staff, or bankers, and could include boutique Bloomberg terminals, extended 4-6 multiscreen, or peripheral desktops. Delivering specialized tools and applications tailored to each unique persona is essential for your users to perform their daily duties. However, those tools and applications need real-time data and high quality audio and video while adhering to stringent security protocols and data compliance requirements.

Many of these specialized banking applications are CPU intensive and could overwhelm your infrastructure. Citrix offers solutions that intelligently spread workloads across cloud and on-premises infrastructure to use your IT resources more efficiently and to provide the best possible end user experience. Citrix also has specialized remoting technologies that deliver high-definition audio, video, and graphics with minimal latency, supporting your applications that need complex modeling graphics.

Citrix provides regulatory compliance at scale so your trading support desktops, developer desktops, trader workstations, and boutique trader desktops can be accessed securely anywhere, on any device.



Rapid IT consolidation for mergers and acquisitions, banking expansion and divestiture

Compliance only gets more complicated when it comes to branch expansions, mergers, and acquisitions. Each company needs to integrate disparate systems, harmonize data, and align IT infrastructures, which are not always compatible, a challenge for any IT team. Not only do you have to integrate all of those separate systems, but you also have to ensure compliance, made all the more difficult if the new business is located in another country, where user data may need to remain on premises in that country. If your business uses cloud solutions, now you'll need to reconcile both the on-premises and cloud environments.

Citrix makes integration easier than other solutions. By providing regulatory compliance at scale, you can remain compliant no matter what country your business is in. As you integrate your environments, some resources will

need to remain on premises, and some will be fully in the cloud. Citrix makes it simple to manage your hybrid infrastructure and easy to onboard new users in the acquisition process. Your users will also get day one access to peripheral support, like Bloomberg peripherals, so they can continue to work uninterrupted.

Integrating MFA and SSO systems is a must, as you have to ensure secure application access, but not all of your new users will have corporate-managed devices. Citrix solutions allow employees to securely access corporate resources on bring your own devices ([BYOD](#)). This way you can rapidly onboard and deploy applications to new users, without waiting for managed devices. Citrix doesn't leave a trace on the endpoint either, so in the event that a device gets lost you can remotely wipe the device and maintain security.

Your business can realize value sooner through rapid onboarding and integration of new businesses. With Citrix, you can build your IT infrastructure to accommodate the expansion and integration of new businesses and securely deliver applications and data to users anywhere, all while maintaining compliance.



Secure 3rd party access for suppliers, partners, and contractors

Not every user that needs access to your system is a full time employee. You might have suppliers, business partners, or third party contractors that need secure access to sensitive financial data. Your IT infrastructure needs to be able to restrict access to only necessary data and track external logins to remain compliant. Not to mention, not all of your external users will use systems that are compatible with your IT infrastructure. According to a [Gartner survey](#), 69 percent of employees have bypassed their organization's cybersecurity guidance in the past year, so you need a secure solution that can do all of these things without making it harder for employees to securely access resources.

Citrix security solutions allow you to deliver corporate-managed resources to BYO devices. You can easily onboard third parties, designate resource access with group memberships, enable SSO, and offboard users without leaving a trace on the endpoint. You can restrict access to certain resources, or provide the same least privilege access as full time employees, without having to provide corporate-managed devices to those third party users, so you can deliver applications and desktops over your existing infrastructure.

Citrix solutions provide a cost-effective access solution with built-in granular controls.



Digitizing retail banking experiences

Your employees need seamless, intuitive, and efficient digital solutions to help customers, but many retail banking institutions still run on outdated systems that can't deliver those high-quality solutions and pose a security risk. Legacy systems make it much harder for your IT teams to rollout new applications, and outdated applications are oftentimes less secure, especially if the newer version of the application includes a security update. You need a solution that securely delivers applications and data to every retail branch location.

NetScaler Web App Firewall detects and blocks malicious activity through deep-packet-level inspection,

successfully preventing unauthorized access and data loss, so you can securely deliver applications to any location. NetScaler also offers protection against distributed denial of service (DDoS) attacks and distinguishes between good and bad bots to protect applications and APIs from attacks. These security solutions help protect your consumer banking applications no matter where your retail banks are located. As your retail banking sector grows, Citrix makes it easy to scale your IT infrastructure with Citrix provisioning, so you can easily scale up and down with demand while remaining compliant with banking regulations.

Citrix offers a variety of solutions to deliver modern digital banking experiences to all of your branches, for all of your customers.



Seamless financial customer service


Your customer service teams that assist customers over the phone and via chat need to be able to deliver the same level of service as in-person employees. This requires the delivery of specialized applications and personal financial data to financial advisors, customer service agents, investment bankers, and support staff. Each role, from advising clients, managing transactions, or handling customer inquiries, requires guaranteed up-to-the-minute data accuracy and fluid communication for optimal performance. Additionally, access to customer's personal data is inherently risky, so your IT solution needs to be able to deliver that data securely in real time to users.

Your contact center most likely services multiple products across multiple lines of business, geographies and operates 24/7. Citrix enables your call center staff to get the latest applications without any downtime, enabling IT to perform critical security and performance updates

without interrupting customer service. In addition, Citrix allows shift workers to easily access different applications to support a different product or business based on call volumes. IT can easily grant and revoke access to new applications in minutes.

Citrix solutions deliver high quality audio and video so your employees and customers won't have to struggle with audio and video lag while trying to resolve urgent financial issues. Your call center employees can even work remotely leveraging laptops, thin clients, tablets, and more while remaining compliant with Citrix. For employees that deal with sensitive credit card information, you can configure your Citrix environment so that your users are in a PCI compliant environment. Virtualization isolates your IT environment to protect sensitive customer data from attacks and breaches.

With Citrix, you can empower customer support agents to work from anywhere with optimized experience for voice and video and seamless application access.



Visit www.citrix.com/solutions/financial-services to learn more about how Citrix can support your financial organization, or contact your account executive.

citrix

Enterprise Sales

North America | 800-424-8749

Worldwide | +1 408-790-8000

Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States

© 2024. Cloud Software Group, Inc. All rights reserved. Citrix and the Citrix logo are trademarks or registered trademarks of Cloud Software Group, Inc. or its subsidiaries in the United States and/or other countries. All other product and company names and marks in this document are the property of their respective owners and mentioned for identification purposes only.

02Jul2024