

Modernize Financial Services Apps with Cisco and AWS



In a uniquely personal industry, customer experience is everything.

Consider the impact of a failed payment transaction or an inability to access funds. Your ability to confidently modernize apps and maintain differentiated customer experiences at scale is critical to winning and keeping customers. More than ever, customers can explore the competition the moment an experience falls short of their expectations and even make quick changes.



78% of adults in the U.S. prefer to bank via a mobile app or website.

(Source: Forbes, U.S. Consumer Banking Statistics 2023)

49% will consider switching to an alternative digital service when encountering a performance issue.

(Cisco AppDynamics, App Attention Index 2021)

In fintech, many applications seeing uninstall rates in excess of **35%**

(leadquared.com)

Cost to acquire a new banking or financial services customer is between \$200–\$500. **5 to 7 times more expensive than retaining an existing customer.**

(fiworks.com)

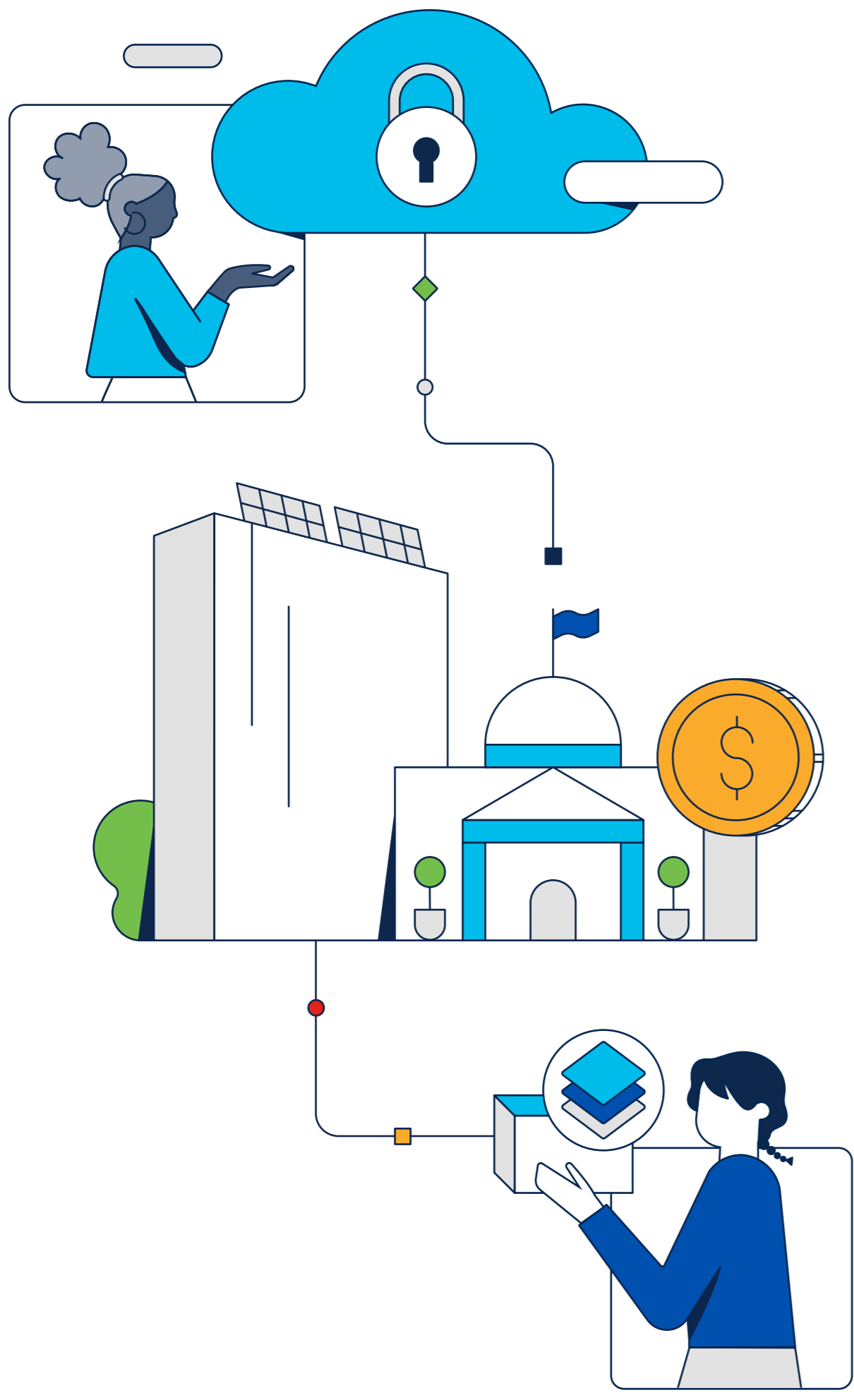
(Forbes)

Beyond just a glitch in the experience, downtime can be extremely costly. **47%** of the respondents cite their average cost of an hour of downtime at \$250,000

(IDC Whitepaper: An Executive Blueprint for an Observability Platform: Driving Operational Excellence and Business Outcomes through Analytics and Automation)

It's a critical challenge among many other challenges for Financial Services organizations like yours.

- Continuous innovation from competitors, disruptors.
- Unprecedented expectations, driven by digital natives.
- New regulatory requirements around data, privacy, operational resilience.
- Cybersecurity risks including ransomware.
- Business model evolution as you adapt to these challenges.



Financial Services institutions are rapidly investing in the cloud to innovate and deliver experiences at scale, while saving costs. But the benefits come to those who can navigate the new challenges of a cloud native approach.

- Choosing a Cloud partner with services and security to scale long term.
- Complexity of monitoring distributed applications, with thousands of microservices, containers.
- Expanded attack surface of modern apps.
- **83%** said the adoption of cloud-native technologies is leading to increased complexity.
- **56%** use more than 10 observability/monitoring tools with no business context, and **74%** struggle with data collection and correlation.

(Agents of Transformation 2022: Innovating in the Experience Economy Report, AppDynamics)

(IDC Whitepaper: An Executive Blueprint for an Observability Platform: Driving Operational Excellence and Business Outcomes through Analytics and Automation)

Choosing leading cloud and observability partners who are already working closely together can give you confidence to modernize your applications, innovate and succeed.

Cisco Cloud Observability, powered by the Cisco Observability Platform



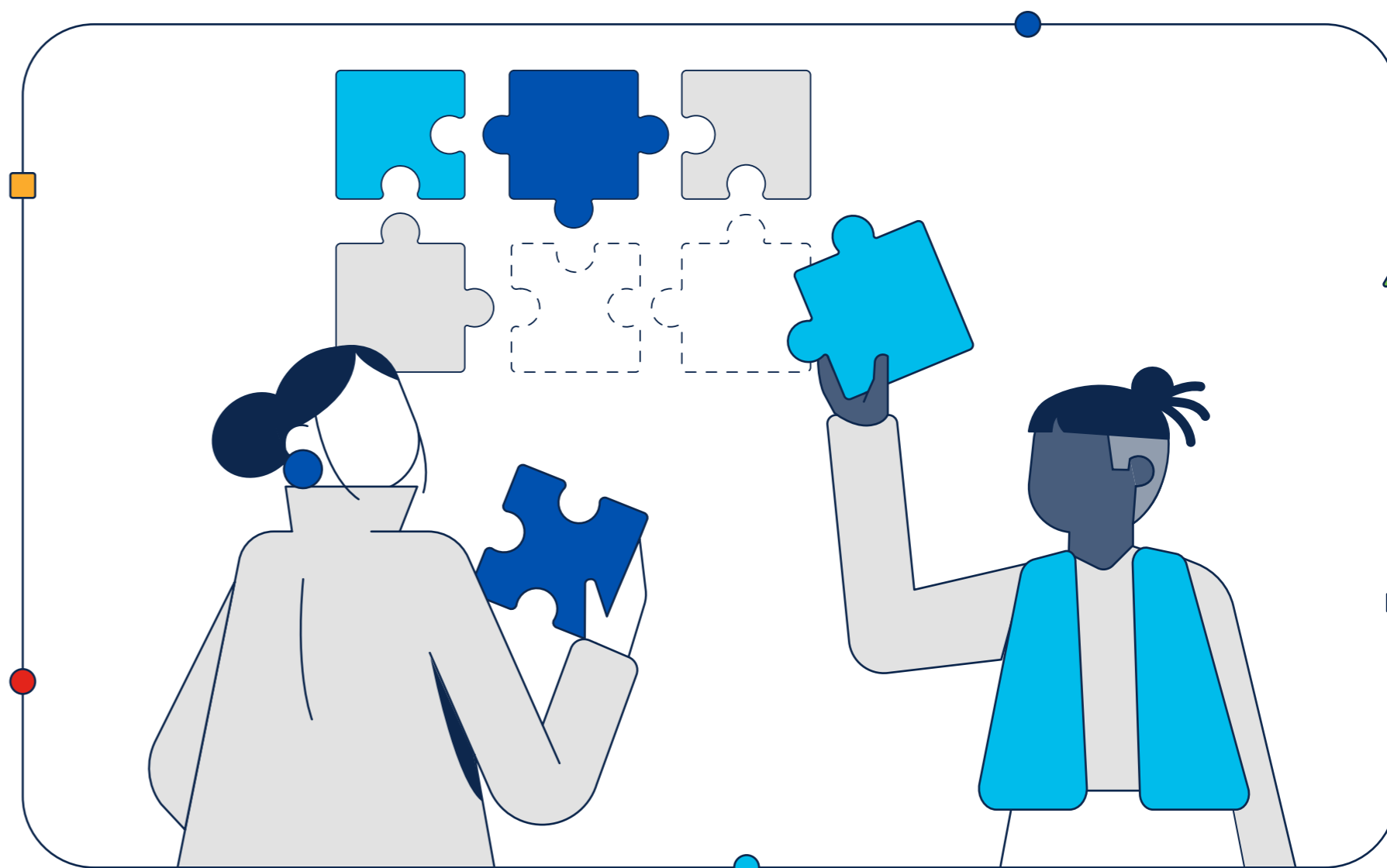
Unmatched experience and cloud leadership



- **Full-stack visibility** across all domains and data types for shared context across teams.
- **Correlated MELT data** to find root cause in minutes.
- **Business and Experience Context** AI/ML-driven insights to drive operational efficiency and business-led decisions.
- **Business Risk Observability** with Cisco Secure Application.
- **Extensible and open.** The Cisco Observability Platform empowers a new observability ecosystem for new use-cases and extensions.
- Builds on service observability of AWS.

- **Proven Cost Savings:** 50% lower 5-year cost of operations. 25% lower cost of infrastructure. (IDC Whitepaper: The Business Value of Amazon Web Services)
- **Broadest Services:** 200+ AWS services including analytics, IoT, AI/ML, and more.
- **Deliver frictionless and personalized experiences** by harnessing data and using analytics and ML.
- **Enable security, compliance and operational resilience at scale** with the largest footprint of any cloud provider.
- **Reduce the environmental impact of operations.** 88% lower carbon footprint than traditional data centers. (451 Research: The Carbon Reduction Opportunity of Moving to AWS)

Cisco and AWS have had a strategic relationship focused on product integration, joint development and enhancing value to shared customers for many years. Together, we can power your financial services app modernization and competitive success.



Learn more

[Monitoring cloud native apps in AWS >](#)

[AWS for Financial Services >](#)