

# A Secure Roadmap to Digital Disruption in Banking



Over \$400 billion in new value opportunities from digital innovation and transformation—all enabled by a cybersecurity foundation

## Did you know...



**<30%**

of financial services captured the potential Digital Value at Stake in 2015



**only 27%**

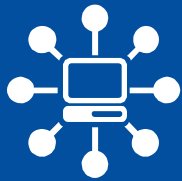
of executives are actively responding by digitally disrupting their own business



**<40%**

of executives stated they halted a mission-critical digital initiative due to cybersecurity fears

## Take Advantage of this Opportunity



Through digital disruption and reimagining your retail banking business

**\$405 billion** in digital value for banks with the right technology investments

**>90%** of the digital value potential is driven by 9 key digital opportunities that can be fully realized



Sales and Services Transformation



Next-Generation Workers



White-Label Services



Video-Based Advisors



Information-Based Consulting



Product Innovation



Payments



Connected Ads



Virtual Teller

**>70%** of financial services firms are missing out on this potential value

## Cybersecurity is ...

- ✓ Both a growth enabler and competitive advantage in digital innovation
- ✓ A driver of critical digital initiatives
- ✓ Key to innovation and customer trust

## With Cybersecurity as Your Foundation



You can build trust while enabling innovation and growth

## Create Your Own Digital Roadmap



**Enable**—IT agility and operational effectiveness



**Differentiate**—products, services, and business strategies from competitors



**Define and deliver**—disruptive new digitally enabled business models

## Digital Value in Action



Improving Customer Service While Beating the Competition

