

THINK BIG IN FINANCE



SOLUTIONS THAT IMPROVE IT PERFORMANCE AND REDUCE
RISK FOR FINANCIAL SERVICES COMPANIES



THE WORLD RUNS BETTER WITH F5.



THINK BIG IN FINANCE

YOU KNOW YOU NEED TO DO MORE TO REASSURE CUSTOMERS AND PROTECT YOUR BRAND...



MANAGING FINANCIAL PERFORMANCE

Managing financial information is a BIG responsibility. Whether their customers are individuals or corporations, banks and other financial organisations have a legal duty to safeguard investments and protect identities. There are constant threats to security from hackers, and new legislation to protect customers has now placed even tougher demands on financial institutions.

But security is just one of many IT issues.

For companies in the financial sector, the need to improve application performance and reduce the cost of IT ownership is just as important – if not more so. Poor application reliability can mean poor customer service, and that's not a risk that any company can afford to take.

Across the industry, IT departments are under pressure to increase application performance, improve efficiency and cut costs – and at the same time meet new business requirements. Successful financial organisations want scalable IT infrastructures that can quickly accommodate new customers and deliver new services.

Yet, in reality, most IT departments are restricted by diminishing capacity within their data centres, power output issues and almost overwhelming network complexity.

These are BIG challenges – and they demand a BIG solution.

F5 pioneered the development of application delivery appliances and is recognised as the leader in this space by the Gartner Group. Our solutions are ideally suited to meeting the challenges faced by companies in the financial industry. They:

- Increase the performance of servers and applications by up to a third
- Reduce the number of different solutions in the network, to reduce the cost of IT ownership
- Simplify network management with one management platform
- Improve network scalability and flexibility to maximise return on investment
- Tighten security to reduce business risk
- Help companies adhere to all six core areas of the Payment Card Industry (PCI) data security standard
- Interoperate seamlessly with enterprise solutions including SAP, Siebel and Oracle

BUT YOU NEED TO INVEST WISELY AND OPERATE EFFICIENTLY TOO? **THINK BIG.**



BUSINESS ISSUES AND F5 SOLUTIONS

We must improve IT performance

A reliable IT infrastructure is important for any successful business – and financial organisations are no exception. With the steady increase in e-commerce and online banking, high availability web sites and trading systems have become critical for servicing customer accounts.

F5's BIG-IP solutions include market-leading traffic management and load balancing applications that offer a full range of features to help make applications faster, more available and more reliable. Our solutions give network managers greater visibility of application performance issues, removing one of the most common network management frustrations. As a result, network teams can manage and optimise the performance of applications more easily across multiple, globally dispersed data centres.

Our experience has shown that the use of BIG-IP solutions can increase application response times by a multiple of five, leading to improved user and customer satisfaction.

We must reduce the cost of IT ownership

Financial businesses often have IT systems that are much more complex than they need to be. As a result, their networks are time-consuming to support and expensive to run.

Through the use of F5 solutions, companies can rationalise the number of IT products in their networks and reduce unnecessary complexity. Our BIG-IP solutions all operate on one integrated TMOS platform, which enables us to offer multiple solutions in one box, including advanced health checking, firewall, TCP Express, SSL acceleration, Fast Cache, Compression, Traffic Control, load balancing and application security. When companies decide to add a new layer of security or a new traffic management solution, they simply slot it into the existing hardware. New solutions can, therefore, be deployed more quickly and managed more efficiently, which contributes to improved return on investment.

By using an integrated suite of BIG-IP solutions in place of separate network products, companies can expect to reduce the number of servers in a data centre by up to 30%. This not only reduces hardware costs by 30%, but also saves on space, support overheads and power expenses too. The result is a tangible and sustainable reduction in the cost of IT ownership.

We must provide higher levels of security

Today, financial institutions are very aware of the importance of security. Companies undertake regular security reviews, and applications are often a particular area of vulnerability.

Our BIG-IP range of solutions allows companies to add in a new layer of security, specifically to protect applications. They provide proactive and comprehensive safeguards against unauthorised access and malicious application attacks, including all common web attacks, such as SQL injection, cross-site scripting, cookie poisoning, buffer overflows, parameter tampering and forceful browsing. In addition, F5 solutions can be deployed to help companies adhere to all six core areas of the Payment Card Industry (PCI) data security standard, which imposes strict rules for the ways in which card data can be used and stored. There is also an option of adding a Message Security Module on BIG-IP platform which allows filtering up to 70% of SPAM before it gets into the server.

Most significantly, F5 solutions can be installed quickly without taking business-critical applications offline. As a result, they provide immediate protection.

F5 solutions are deployed by all of the world's top ten banks (by revenue) and by nine of the ten financial services companies listed in the Fortune 50.



www.f5.com

**F5 Networks Ltd
EMEA Headquarters**

Chertsey Gate West
43-47 London Street
Chertsey
Surrey KT16 8AP
UK
Tel: +44 (0) 800 587 2233
Fax: + 44 (0) 1932 582 001

F5 Networks GmbH

Einsteinring 35
85609 München-Dornach
Germany
Tel: +49 (0) 89 94383 0
Fax +49 (0) 89 94383 111

F5 Networks SARL

Le Sésame
8 rue Germain Soufflot
78180
Montigny-le-Bretonneux
France
Tel: +33 (0) 1 39 30 38 90
Fax: +33 (0) 1 39 30 38 91

F5 Networks

Barcelona Business Center
Passeig de Gracia, 21, 1-1
08007 Barcelona,
España
Tel: +34 93 467 1309
Fax: +34 93 467 1310

F5 Networks

Hardwareweg 4
3821 BM Amersfoort
Postbus 1466
3800 BL Amersfoort
The Netherlands
Tel: +31 (0) 3345 466 11
Fax: +31 (0) 3345 466 66

F5 Networks

Liljekungsvägen 184
Hässelby S-165 75
Sweden
Tel: +46 (0) 7057 820 21