



Adapting to Change

Increasing Agility in Financial Services Through a Connected Business Strategy

Pivoting Back to Customers and Innovation

Customer satisfaction and innovation are driving transformation for financial institutions.

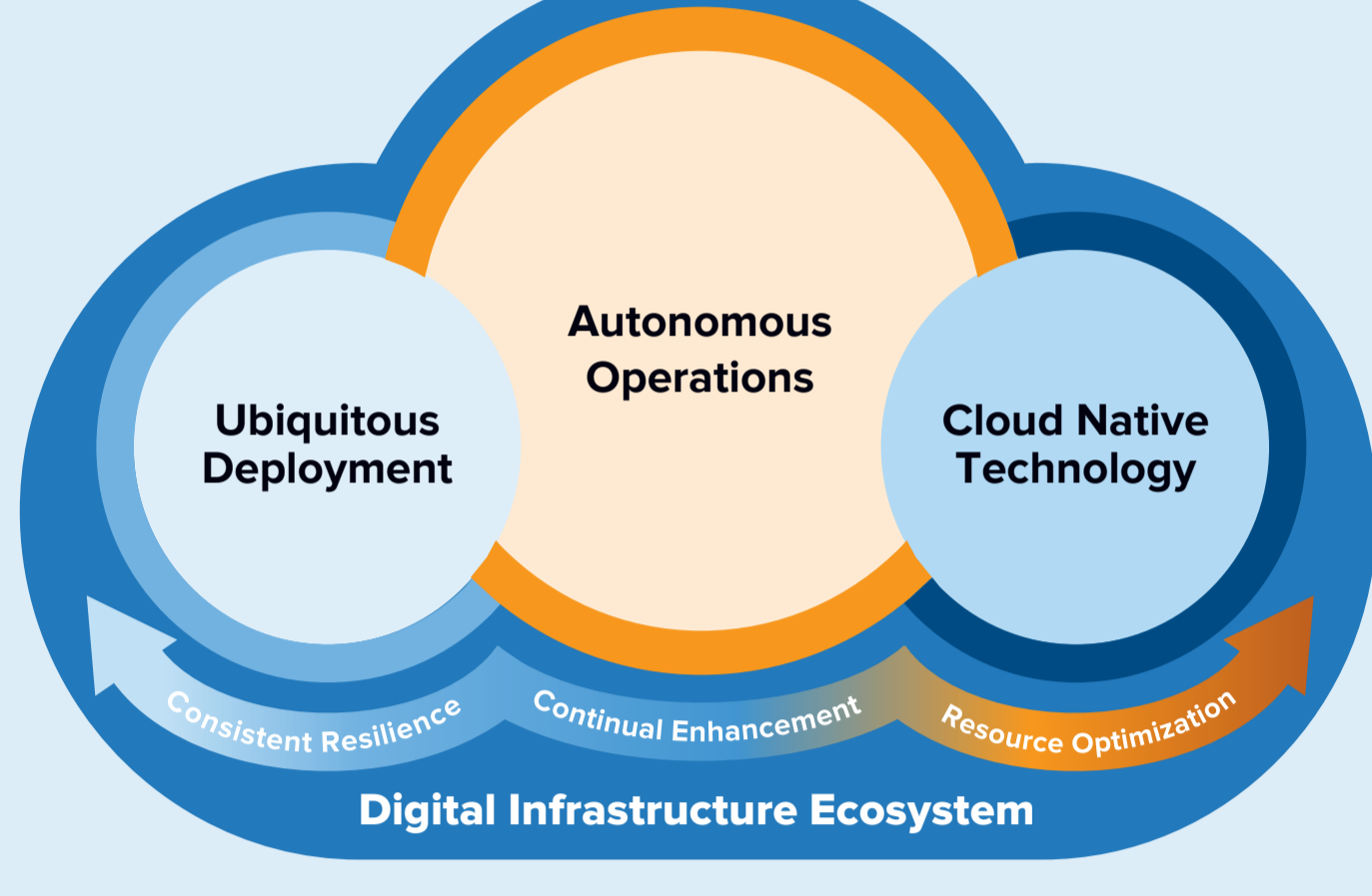


Customer satisfaction was cited **by 51%** of financial institutions as their top business priority.

Source: Future Enterprise Resiliency and Spending Survey, IDC, January 2022 (Multiple responses allowed)

The Digital Infrastructure Is Evolving

Alongside cloud, the operational environment is expanding to include networks and connectivity, digital partner engagement, and edge device usage.



Compute



Storage



Network



Cloud



Edge



Management



Lifecycle

Source: IDC, 2022

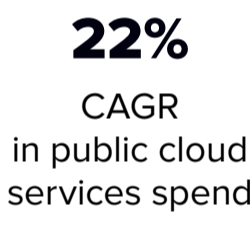
Investing in Agile and Adaptable Infrastructure

Investment in key technologies is accelerating.

Investments in public cloud, security, big data/analytics, and AI are outpacing overall spend growth (7.3% CAGR) through 2025:



26%
CAGR in AI spend



22%
CAGR in public cloud services spend



14%
CAGR in big data and analytics spend



10%
CAGR in security spend

Source: Worldwide ICT Spending Guide Industry and Company Size, January 2022

Source: Worldwide Public Cloud Services Spending Guide, January 2022

Source: Worldwide Security Spending Guide, February 2022

Source: Worldwide Artificial Intelligence Spending Guide, February 2022

Source: Worldwide Big Data and Analytics Spend Guide, August 2021

Connectivity Investments Will Empower the Adaptable Enterprise

As the infrastructure expands beyond the datacenter, connectedness is critical for scalability, resiliency, security, and transformation, traits that will help the industry compete against smaller, nimbler fintech organizations, while maintaining digital trust and stewardship.



2 of every 3

financial institutions reported that they had minimal, limited, or reactive connectedness.

Source: IDC Future Enterprise Resiliency and Spending Survey, October 2021



In response, financial services institutions indicated:



They are **maintaining (20%) or increasing (56%) their budgets** for cloud-based unified communications platforms.

IDC Future of Connectedness Survey, June 2021



They are **maintaining (23%) or increasing (56%) their budgets** for multicloud networking.

IDC Future of Connectedness Survey, June 2021



They are **maintaining (24%) or increasing (52%) their budgets** for 5G networking connectivity for critical systems and processes.

IDC Future of Connectedness Survey, June 2021

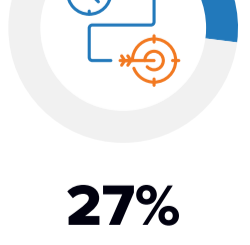
Connectedness Is Key to Customer Experience and Innovation

The connected enterprise requires a strategic approach to connectivity as the infrastructure evolves.

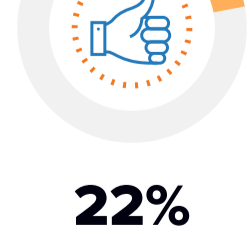
Improvements experienced by institutions in 2020 as a direct result of investments in transformation:



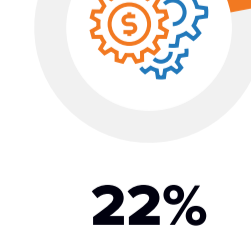
33%
Profitability



27%
Time to market



22%
Customer satisfaction



22%
Operational efficiency

Source: Future Enterprise Resiliency & Spending Survey, IDC, June, 2021

Message from the Sponsor

Learn more about how Lumen can help your financial institution focus on customer experience and innovation and become more adaptable and connected.

[Learn more](#)