



# Financial Services

# Security and Speed @ The Digital Edge

Rapid digital innovations and customer demands are creating a seismic shift in the banking and financial services (BFS) industry. With digitalization and adoption of new and emerging technologies to improve operational efficiencies and speed-to-market, the BFS sector must focus on delivering better, individualized, convenient customer experiences — and keep pace with fintech, cybersecurity, data compliance and disaster recovery.

The BFS future will be driven by instant payments, anytime-anywhere access to services at the “edge,” support using AI or voice, virtual money and possibly invisible, digital banks.<sup>1,2</sup> Cologix offers a network neutral interconnection hub with a robust ecosystem to support the financial community. BFS customers will find cutting-edge data center security, reliability, network and cloud choice access, 24/7/365 technical support, geographic diversity as well as space and power to colocate critical workloads and scale in the future.

Challenges	Solutions
BFS customers expect speed & convenience across all devices and must continue digital transformations with agility. In the past 12 months, consumers aged 50 to 70 are hungry for simple, seamless digital experiences, and represent the largest profit pool for banks. <sup>3</sup>	Cologix delivers low latency interconnectivity at the digital edge with direct cloud onramps. Our scalable, flexible, interconnected, always-available solutions are supported by a rich ecosystem, helping the BFS industry to build and expand their businesses.
Banks, payment companies and other service providers need low latency, efficient digital solutions in increasing complex online electronic payment networks. Bank of America (BOA) reported 8.9 million active Zelle (BOA’s platform as a service online payments) users with 80.8 million transactions in Q3 2019. <sup>4</sup>	The Cologix Platform delivers a robust ecosystem and marketplace to scale, connect and access to other industry innovators quickly and easily — helping reduce complexities and latency for end users. We offer direct connections to bypass the public internet, cloud choice, and instant access to new networks to build partnerships, reach new customers and grow your business.
Nanoseconds matter in online financial markets.	Cologix offers proximity to key financial markets through our interconnection hubs with low latency, improved performance of HFT and other applications. Plus direct cloud onramps, ample backup capacity, 100% uptime reliability, expert technical support — and access to our robust ecosystem to build and scale your business at the digital edge.
BFS face ever-increasing complexity in managing security and compliance in the digital world.	Cologix offers a highly secure environment for our customers with a wide range of compliance and physical security in place in all our data centers throughout North America.



**FINANCIAL: MAKES SENSE @ THE EDGE**

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# Cologix Benefits

- Cologix Access Marketplace allows fast, easy, agile provisioning of services virtually, in minutes
- Interconnection hubs with low latency access to 450+ network providers & 250+ cloud providers
- Robust choice of networks (low switching costs) results significant cost savings (average 35% on telecom pricing)
- Strategically located hyperscale edge data centers
- Strategically located Disaster Recovery facilities
- Geographically diverse footprint outside of high risk zones
- Flexible & custom solutions and terms

## Highly Strategic, Cloud & Network Connectivity-Centric Platform



## Stats

- BOA reported a 10% increase in active mobile banking users — 28.7 million during Q319 and 38 million total users with 26% of all consumer banking sales and that 52% of all digital sales came from mobile.<sup>5</sup>
- Wells Fargo reported that it had reduced its number of retail branches by 130 during the first nine months of 2019 to 5,393 by the end of September.<sup>5</sup>

## Valued Partners



<sup>1</sup> <https://www.wns.com/insights/articles/articledetail/547/top-trends-in-banking-and-financial-services>

<sup>2</sup> <https://thefinancialbrand.com/61907/invisible-voice-analytics-digital-banking-future/>

<sup>3</sup> <https://www.mobilepaymentstoday.com/articles/traditional-banks-accelerate-shift-towards-digital-amid-competitive-pressures/>

<sup>4</sup> <https://www.mckinsey.com/industries/financial-services/our-insights/inflection-point-seven-transformative-shifts-in-us-retail-banking>

<sup>5</sup> <https://www.cnbc.com/2019/04/24/venmo-has-40-million-users-paypal-reveals-for-first-time.html>