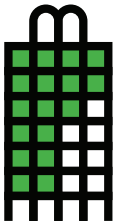




FinTech Is the New Business Model: Opportunities for Citrix Partners

Fast Facts About FinTech



Some 73 of 100 FinTech companies are disruptors.



China plays host to the top three.



Up to 28% of banking and payments and 22% of insurance is at risk to digital natives.

Digital Dilemma #1:

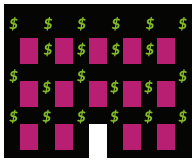
Growth Opportunities Abound in Financial Services, but Competition Is Everywhere

Traditional financial services firms are racing to develop a frictionless experience that streamlines business processes and delights customers.

Competition is fierce – and global. FinTech has received \$110 billion (B) USD in funding since 2009.

Grab your share. Citrix Service Provider partners (CSPs) get 11 percent of their revenues from financial services, a number that's sure to grow.

Priorities vary across sectors. Here's what firms, including regional banks, insurers, and credit unions, are focusing on:



Retail banking:

Mobile payments, money transfer apps, chatbots, and budgeting.

Insurance:

A 360-degree customer view, self-service dashboards, mobile claims, and online comparisons and enrollment.



Wealth management:

Robo-investing, analytics-driven recommendations, and remote advisory services.



“Fintech will drive the new business model.”

- PWC



Your opportunity:

Become a CSP and help financial services companies fuel innovation with secure digital workspaces anywhere, on any device or operating system. Empower staff to collaborate and share information securely. Use Citrix Cloud to give your financial customers fast access to their workspaces, while protecting end-user privacy and meeting compliance obligations.

Digital Dilemma #2:

Financial Services Firms Are Prepared to Spend on Cloud, But They Can't Do It Alone

The market says: Go digital-first faster, but how? Financial firms are using cloud services to transform legacy infrastructures and processes and offer digital products and services.



In the mood to spend:

Industry spending will soar from 440B in 2018 to \$500B by 2021. 70 percent will be spent on external hardware, software, and IT services.

Hybrid cloud rules:

56 percent of financial services companies (excluding insurance) have adopted a hybrid cloud strategy.



The SMB and mid-market base needs help.

“Successful mid-market companies must realize they cannot afford to build IT teams that provide the breadth of expertise required today,” says SWC. 1 in 2 midmarket firms are still in the beginning and intermediate stage of maturity, meaning CSPs have great opportunities for growth.



Adoption of public cloud is slow, but SaaS adoption for business processes and point solutions is fast and booming.



Your opportunity:

Use Citrix Cloud to meet customer needs for speed-to-market, new capabilities, and pay-as-you-grow pricing. Develop vertical offerings to meet specific financial use cases for stickier implementations and higher profitability.

Digital Dilemma #3:

Businesses Are Taking on Risk, But Want to Improve Data Privacy and Security

Companies are taking on increased risk with new business models, new partners, and digital products and processes. They need help securing data, processes, and technology from competitors and cyber attackers.



Data is a company's currency:

Companies must safeguard confidential information, business processes, and intellectual property from data leaks – as well as firm and customer funds from theft.

Data privacy requirements increase:

Firms in all industries have been called to a higher standard with General Data Protection Guideline (GDPR) and Society for Worldwide Interbank Financial Telecommunication (SWIFT) requirements.



Data hacking fears grow:

Financial services firms are vulnerable to revenue loss from malware on mobile apps, data loss due to shadow IT and insecure data sharing, and cyberattacks.

Use granular access controls to restrict access to authorized roles and devices, following the principle of least privilege granted.

Virtualized finance apps keep confidential data and applications in the datacenter, not on endpoints.



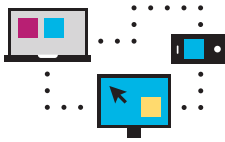
Your opportunity:

Provide secure Citrix Workspaces that meet customer needs for collaboration, but help prevent unauthorized “shadow IT” file sharing, data leaks, and hacking worries such as ransomware. Citrix solutions meet SWIFT requirements to secure all financial applications and data. They provide a digital perimeter that is unified, contextual, and secure to realize cloud benefits while simplifying management and overcoming challenges with a people-centric approach to security.

Digital Dilemmas Solved

Citrix Partners Help Financial Services Grow Digital-First Businesses

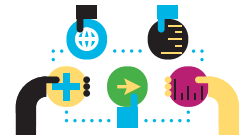
Grow your financial services businesses by providing secure cloud solutions using Citrix for speed, service, and scale. High-potential use cases include:



Modernizing the digital banking experience: Centralized apps and data enable teams to work effectively, boosting the productivity of mobile, remote, and branch employees, while reducing IT costs and complexity.

Transforming branch offices for high-touch, high-performance experiences:

Centralize IT operations, expand WAN capacity with low-cost broadband connections, and improve virtual desktop and app performance for branch office and remote users.



Empowering finance workers with mobile technology: Provide mobile and remote staff with the apps and data they need to work anytime, anywhere. Ensure business productivity and continuity with virtualized apps and data combined with automatic failover capabilities.

Ensuring security for financial services apps and data: Keep data and apps protected in the data center. Set and manage application policies to control access at a granular level. Enhance regulatory compliance with data encryption, containerization and remote device wipes, and data controls and segregation.



Citrix Empowers You to Grow Your Business!

Join the CSP program to access all of our solutions and deliver subscription based services. You can:

- Offer complete hosted workspaces, with apps, desktops, mobility, file sharing, networking, and more
- Solve customer challenges, with Citrix technology that is recognized by Forrester, IDC, and Gartner as best-in-class
- Provide customers of all sizes, including SMBs, mid-market firms, and enterprises, with the same high-performance solutions
- Benefit from Citrix Cloud advantages for your business, including lower costs, greater efficiencies, an easier to manage platform, highly reliable performance, and exceptional security
- Differentiate yourself in the market with advanced solutions and customizable offerings for market verticals
- Drive value and reduce risk by scaling with best practices, reference architectures, and turn-key sales and marketing tools
- Keep flexibility, by delivering services in the Citrix Cloud or on hybrid environments

Learn more today.

[Learn about the opportunity that awaits you.](#)
[Find out how to become a Citrix Service Provider.](#)
[Explore Citrix use cases for financial services.](#)
[Contact csp@citrix.com](mailto:csp@citrix.com)



Sources: Caggemini, Citrix, The Financial Brand, Forbes, IDC, KPMG, Quartz, PWC, RightScale, and SWC.

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