



Delight Finance Customers with Secure and Reliable Digital Experiences

Customer demand and expectations for secure and user-friendly applications to manage and invest their money is sky high. Therefore, many financial services firms are utilizing platform engineering to better facilitate the creation and operations of the applications and services that deliver these digital experiences.

50% of surveyed high-net-worth clients believe their primary wealth manager should improve their digital capabilities.¹

With F5 solutions, platform engineers can optimize AWS environments to deploy and manage secure, compliant, and profitable finance applications. F5 solutions for AWS are essential for developing and delivering modern and reliable financial services that will attract new customers and engage current ones.



Protect Data

By storing and processing enormous sums of money via digital applications, finance firms are ripe targets for cybercriminals and their swarms of sophisticated, human-mimicking bots.

With F5 Distributed Cloud Bot Defense protecting your applications, malicious bot traffic is blocked before they can create a problem.



Modernize Infrastructure

By migrating back-office infrastructure to the cloud, financial services firms can streamline bookkeeping processes and deliver faster and more accurate services to customers.

By using F5 BIG-IP, platform engineering can migrate infrastructure to AWS with the confidence that they won't sacrifice security or lose functionality.



Generate Revenue

Many financial institutions run revenue-generating services on rich digital interfaces built on web applications running on hybrid and multi-cloud environments that require constant and stable uptime.

Platform engineers can apply F5 Advanced WAF rules to identify known threat vectors to ensure perpetual uptime for their firm's AWS web applications.



Meet Compliance

The cloud-native applications, APIs, and containers used to process customer funds and data are subject to some of the most stringent data compliance regulations.

F5 Distributed Cloud App Infrastructure Protection delivers cloud security telemetry so that platform engineers can help ensure financial applications and services remain compliant.

For more information, please visit f5.com.

Source:

1. McKinsey & Company, [US wealth management: A growth agenda for the coming decade](#), February 2022

