



Changing the Financial Services Customer Experience by Going Digital and Embracing Automation



What Does Digital Transformation Mean for Financial Services Institutions?

In a 2018 report on the worldwide banking industry, IDC characterizes digital transformation as, “the ability to use technology to break out of the constraints forced by legacy systems and processes and enable a more efficient and responsive institution.” To transform digitally means that from both product development and organizational mindset perspectives, a financial services company is embracing and either gradually or rapidly evolving to adopt new technologies and:

- Provide customers with novel products and features that empower preferred customer modes of interaction, including self-service and on-the-go options for conducting transactions;
- Respond to customer feedback in an accelerated fashion;
- Decentralize development cycles;
- Push products to market more rapidly;
- Drive high quality and consistent code development through automation;
- Increase security posture through automation, and
- Increase employee satisfaction by fostering a culture of experimentation.

Taking advantage of the benefits of digitalization wouldn't be possible without the agility, scalability, reliability, security, and cost savings afforded by building and deploying on the cloud. And the industry-leading cloud provider enabling companies to transform digitally is Amazon Web Services (AWS).

How AWS Enables Financial Services Companies to Go Digital


Many of the world's top financial services firms have chosen to drive a digital transformation strategy on AWS, including Barclays, Capital One, Citi, IHS Markit, NASDAQ OMX, and Radian, and for good reason. With security as its top priority and a focus on always working from the customer backward, AWS helps companies large and small experiment often, fail quickly, and bring superior products to market.

AWS engages with tens of thousands of Consulting and Technology Partners globally who offer value-added services on AWS. Only a handful of Consulting Partners meet the high bar to qualify as a Premier Partner, including Stelligent, who also holds the AWS DevOps and AWS Financial Services Competencies.


Automation, Education, Security, and Agility Drive Every Stelligent Customer Engagement

The team at Stelligent embraces a codify everything philosophy and has seen the power automation has had within its customer base to transform business processes while increasing security posture. Stelligent solves significant problems for complex organizations and has developed expertise in Financial Services, Healthcare, and Government industry use cases, security and compliance requirements, and desired business outcomes. Highly regulated industries are where the team at Stelligent spends most of its time.

Working with customers in the Financial Services industry for over a decade showed Stelligent how many of the challenges its customers faced were common across a few specific use cases and addressable through automation and digitalization on AWS. By harnessing their experience and expertise supporting customers in highly regulated industries, the Stelligent team helps financial services customers codify every step of the software delivery process by:

 **Automating infrastructure** to reduce the burden and inefficiency tied to a manual deployment of infrastructure by running infrastructure as code to rapidly scale and deploy faster. [Learn how a large insurance company worked with Stelligent to automate the deployment and configuration of AWS infrastructure and business-critical applications](#) to shorten developer feedback loops and increase its speed-to-market.

 **Automating the deployment of applications** through the codifying of everything within an application lifecycle to decrease the time between releases and reduce the risks posed by manual processes. [Read about how one global hedge fund takes an automate everything approach to technology](#) and enables its traders to make quicker and more successful business decisions through an automated reporting and analytics platform developed by Stelligent on AWS.

 **Transforming applications** to take advantage of cloud-native services and capabilities not available when using a legacy application or service. [A major stock exchange turned to Stelligent for help re-architecting and optimizing legacy applications to run on AWS and drive agility.](#) Learn how

Stelligent embedded with the company's engineering team and evaluated thousands of lines of code to rewrite and replatform 11 business-critical applications on AWS.

- **Automating deployment pipelines** to drive repeatability, consistency, and agility throughout teams seeking to push code to development and production rapidly. [Learn how Stelligent helped one global bank realize the potential benefits it could gain through microservices and pipeline automation on AWS.](#)



Taking Advantage of Digitalization to Earn Customer Trust and Drive Efficiency

At its core, taking advantage of new technologies to streamline product development cycles and respond proactively to customer needs demonstrates the deep commitment of a financial services organization to help drive short- and long-term success for both customers and internal teams.

By using the power of automation to optimize security posture while also decreasing the time between product releases and updates, an organization can deliver new features and products to customers on a more consistent basis and with greater confidence in its software security and quality.

For faster, more consistent software deployment, get in touch with Stelligent.

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About Stelligent

Stelligent, a professional services and consulting firm with deep expertise in DevOps automation services on Amazon Web Services (AWS), enables security-conscious enterprises to focus on developing software users love by leveraging automation on AWS. Our goal is to work closely with customers to develop fundamentally secure infrastructure automation code, deployment pipelines, and feedback mechanisms for faster, more consistent software and infrastructure deployments. By embedding with our customer's engineering teams, we empower customers through education and knowledge transfer of our expertise while developing the automation to make them self-sufficient on AWS. As a Premier AWS Consulting Partner, AWS Public Sector Partner, and AWS DevOps and Financial Services Competency holder, we use our demonstrated expertise to help customers benefit from continuous AWS innovation.

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