



Securing Your Financial Institution

Cisco provides integrated security solutions for the financial services industry. Following are descriptions of how Cisco solutions help financial institutions in each of the four major industry segments accomplish their business objectives.



- **Financial Markets:** Security brokers and dealers, security and commodity exchanges, mortgage bankers and brokers, trusts, holding offices, and pension, health, and welfare funds. The Cisco High-Performance Trading solution portfolio addresses electronic trading and new regulatory requirement changes, enables low-latency, high-speed automated trading, and supports the next-generation human trader collaboration platform.



- **Insurance:** Insurance carriers, agents, and brokers that provide institutional and consumer coverage in several areas, including title, marine, automobile, home, life, hospital, and medical insurance. The Cisco Connected Insurance solution portfolio addresses the current and evolving needs of insurance firms and their consumer and business customers by enabling insurers to better use customer knowledge. Cisco solutions help optimize the utilization of the skilled workforce, facilitate business agility and collaboration, and safeguard privacy and security.



- **Payment:** Online and offline payments using credit cards, debit cards, checks, cashier checks, and other forms of payments. Cisco helps payment institutions to meet regulatory compliance mandates, mitigate risk, and address the complexity of ever-increasing payment systems and products.



- **Retail Banking:** Banking, savings institutions, commercial banks, state and federal credit unions, and any agencies, unions, and functions that deliver retail banking services. The Cisco Collaborative Customer Experience solution portfolio improves the customer experience by helping retail banks integrate their delivery channels, streamline operations, accelerate product and service delivery, and match experts with consumers' needs in real-time.

Cisco Security Integration

Increase Revenue

Financial institutions can use Cisco's high-performance, end-to-end security solutions to secure their networks and secure the flow of information from business to business and from business to customer, minimizing business downtime and the lagging of data traffic. With an increase in productivity, top-line revenue increases. Cisco security solutions are highly scalable, enabling businesses to collaborate with confidence throughout the business network.

Improve Operational Efficiency

Security services help reduce costs in numerous ways. One major cost that all financial institutions incur is the operational cost of managing technologies. Cisco management tools provide clients with the flexibility and customization they need to reduce operational costs and the IT administrative burden, thereby lowering the total cost of ownership.

Mitigate Risk

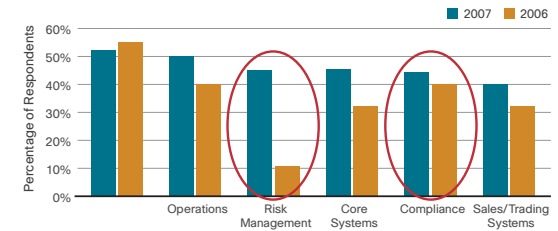
Cisco believes that protecting clients from fraud, intrusion, and other vulnerabilities are important services that a security solution must provide. Cisco security solutions help financial institutions mitigate their regulatory, operational, and reputation risk. The Cisco FORS Model provides a 360-degree risk management framework that is:

- **Functionally capable:** Addresses business needs for functional capabilities required to successfully compete in the marketplace
- **Operationally reliable:** Meets operational requirements regarding availability, reliability, and recoverability
- **Regulatory compliant:** Enables compliance with industry rules and regulations in different countries

- **Secure:** Provides a secure environment for employees and business partners for conducting business transactions

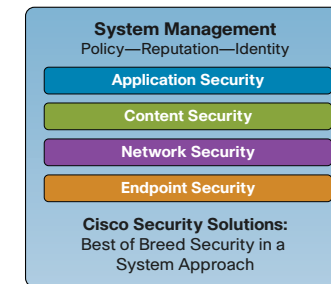
Risk Management and Compliance: Key Investment Areas

Are You Increasing IT Investment in Any of the Following Areas?



Source: Datamonitor, Financial Markets Technology Business Trends Survey

Cisco Security Solutions: Solutions for Business Security



- Enforce business policies and protect critical assets
- Decrease IT administrative burden and reduce TCO
- Reduce security and compliance IT risk

Why Cisco Security for the Financial Services Industry?

Cisco provides highly scalable and flexible end-to-end security solutions to protect your business and customers. For remote users or site-to-site users, Cisco security solutions enable secure unified communications through the encryption of data, voice, and information. Improving access for network users puts control back into the right hands and helps ensure that policies are enforced within the network. Cisco solutions offer the tools to help you meet compliance mandates and protect your business reputation.

For More Information

For more information on Cisco security solutions for financial services, please contact your local account manager or security product sales specialist, or visit <http://www.cisco.com/go/financialservices>. For more information on Cisco security solutions and security services, please visit <http://www.cisco.com/go/securitysolutions> and <http://www.cisco.com/go/services/security>.