TECHNOLOGY AND THE POWER OF CURRENCY

THE FUTURE OF TECHNOLOGY ECOSYSTEMS FOR FINANCIAL SERVICES
INTRODUCTION

Currency has always been an important word in financial services, but it takes on new meaning when applied to the financial technology space.

This doesn’t mean to start trading in Bitcoin. In this context currency is about being up to date, taking advantage of the massive potential of new technology and using that potential to get the edge in an industry facing increasing uncertainty and fierce competition.

There are many things that can slow a financial organisation down, but in this era, technology shouldn’t be one of them. Innovation in financial services is changing the landscape, sometimes gradually, sometimes dramatically, with the leaders of the race breaking new ground and engineering unassailable advantages over the rest of the field – at least until the next disruption occurs. The impact of development in other industries is also being felt in a market populated by increasingly tech-savvy consumers, fluent in the languages of mobility and convenient service delivery.

The rate of change in an increasingly technology-dependent industry could be linked to rapid development in technology infrastructure, cloud services and the increasingly fertile marriage of power and mobility in client devices.

In this eBook, we examine how changes in the way that financial services are delivered and advancements in technology are coming together to drive innovation and change in the industry.

CONTENTS

Introduction ............................................. 1

1: No apologies for the disruption

New landscapes, new horizons .................. 3
Changing the game is now the game ........ 4
Trust is still the watchword ..................... 5
Big data: Turning up the volume .............. 7

2: Recognition for smart investment

Adapt to survive, pre-empt to thrive ......... 11
Virtualized desktops bring real advantages 13
Rain-makers and the cloud ................. 14
Making the customer the focal point ....... 16

3: Flexibility doesn’t need to be a stretch

Innovation, meet expectation ............... 18

4: Complete solutions for the future of finance

Shared understanding is intrinsic to a great partnership ...... 23

Conclusion ............................................. 29
No apologies for the disruption

Business is changing all over the world, but no industry faces more urgent challenges than financial services.

On top of transformative issues faced by many modern businesses, the financial crises of recent years have undermined trust in the infallibility of the financial industry, which in turn has resulted in caution from consumers and stronger oversight of the industry. Financial institutions must comply with stringent regulation, both from national and international bodies, and be in a position to adapt quickly to revisions, particularly in the fast-moving areas of data security and privacy.

GROWING DEMAND FOR AN AGILE SUPPLY

Consumers are also driving change, especially in the region of service delivery where even a small advantage in customer experience could equate to a substantial difference in consumer confidence and the profits that come with it. Services must now be made available through more channels, with seamless efficiency, keeping pace with an evolving customer in order to serve increasingly tech-dependent generations and marketing and product messages must be personal, timely and relevant to avoid alienating key demographics.

Underpinning all of these challenges is the core requirement of having a technology ecosystem that’s both robust and secure enough to meet regulatory standards and agile enough to ride each wave of change as it hits.
CHANGING THE GAME IS NOW THE GAME

Technology has long been important in financial services, but the rate of change brought about by technological evolution is quickening.

“Disruption in the industry means there is a need to be simultaneously stable and nimble to offer a consistent, trustworthy experience whilst reacting quickly to new players in the market.”

TRUST IS STILL THE WATCHWORD

Security has always been the cornerstone of trust in financial services, but the digital revolution has moved the spotlight from steel-door safes and high-tech alarms to data infrastructure and network security.

Now, with more and more customer data being stored, privacy is an important consideration too. The need for trust is intrinsic to any digitally-based customer experiences in much the same way as a bank branch must give customers confidence that their financial assets are in safe hands.

SAFE, SECURE AND AVAILABLE EVERYWHERE

This is being made even more complex by consumers, who demand total security without compromising ease-of-use and convenience. The combination of these factors

FOR YOUR CUSTOMERS TO INVEST THEIR TRUST IN YOU, YOU NEED TO BE ABLE TO TRUST IN YOUR TECHNOLOGY VENDOR

Lenovo is exceptionally well-positioned to help financial services organisations – banking, insurance, investment – to achieve success by providing IT infrastructure and solutions that contribute most strongly to business success.

The world’s number one PC company, with a record 20% market share, Lenovo has for the last 5 years been ranked among the World’s Top 25 most Innovative Companies by Boston Consulting Group. Forbes rates Lenovo one of the “World’s Most Reputable Companies” and they are one of the “Most Honourable Companies” on the Hang Seng Index.

For technology you can trust, trust Lenovo.

Lenovo recommends Windows

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

FOR YOUR CUSTOMERS TO INVEST THEIR TRUST IN YOU, YOU NEED TO BE ABLE TO TRUST IN YOUR TECHNOLOGY VENDOR

Lenovo is exceptionally well-positioned to help financial services organisations – banking, insurance, investment – to achieve success by providing IT infrastructure and solutions that contribute most strongly to business success.

The world’s number one PC company, with a record 20% market share, Lenovo has for the last 5 years been ranked among the World’s Top 25 most Innovative Companies by Boston Consulting Group. Forbes rates Lenovo one of the “World’s Most Reputable Companies” and they are one of the “Most Honourable Companies” on the Hang Seng Index.

For technology you can trust, trust Lenovo.

Lenovo recommends Windows

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.
means that data must be secure where it is stored, when it’s transmitted and on the device on which it’s received – which these days could readily be a tablet or mobile phone.

But it’s both customer and employee mobility driving these developments. Staff in bank branches, financial advisers or accountants paying client visits, as well as employees requiring flexible work environments, all need access to the full power of their secure data infrastructure at their fingertips whether they’re in the branch, the office, or on the move, to adequately service their customers. Once again, the list of requirements for systems architects grows longer, as each group weighs in with their must-have capabilities which need to be measured against performance benchmarks and budgetary constraints.

“\nThe list of requirements for system architects is growing steadily longer as capabilities and performance are measured against budget constraints.”

BEND THE SYSTEM WITHOUT BREAKING THE BANK

However, the days of gathering a requirement and setting up an expensive system designed for right for now that isn’t able to flex as things change in the future, are gone. Flexibility is paramount, with many companies are counting the cost of having to replace torpid legacy systems crucial to their business today, but which won’t be able to adapt to meet new challenges in an uncertain tomorrow.

BIG DATA: TURNING UP THE VOLUME

It was Benjamin Franklin who said: “an investment in knowledge pays the best interest”, and when it comes to data that still rings true today.

The steady escalation in the volume of available data is proving to be a challenge, and as the market grows with an ever-increasing population, the amount and types of data that is collected swell in parallel. And storage size alone is not the issue – it’s how volumes of data are used to achieve business results that really counts. Securing, accessing and having the compute power to quickly process and interpret large volumes of data is what gives data its value.

KNOWLEDGE TAKES POWER

Coupled with the increase in volume, the rapid development of analytics software means that an ever growing appetite for server resources must be met, as this function circles ever closer to a business critical orbit. More and more, financial products will be offered to consumers having been customized based on personal data, particularly as engagement programs allow institutions to tie up product offerings with information that’s been gathered beyond traditional transactional platforms. The power of analytics and automation will be critical to realistically offering this kind of customization en masse without tying up valuable personnel-hours in case-by-case decision making.

In line with Moore’s law, infrastructure compute capability is steadily becoming more powerful and storage speed and

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

Lenovo recommends Windows
density are both increasing to match the explosion in data – but simply keeping up with the growth in data volume is not enough to make a business case for major infrastructure redevelopment. For success that can be sustained into the future, that growth must be both sustainable itself, and deliver value in the short term.

What’s really required to control spending on infrastructure is the system smarts that can deploy centralized server functionality to support multiple business units wherever and whenever they need it most. Even the fastest, most powerful and robust infrastructure must be part of an end-to-end, smart solution to ensure it delivers the best value, right up to the client devices being used for system access. Chains are still only as strong as their weakest link, and consistent quality throughout a technology ecosystem is a vital measure that will influence the resultant value of the final equation.

Working with a single technology partner can be an advantage, as systems are designed to complement and communicate with each other and can offer efficiencies from the server backend all the way through to mobile client devices. This means that, since standards must be kept consistently high, that single vendor must also be able to deliver quality solutions across the board to ensure value is delivered through the entire ecosystem.

“Technology standards and quality must be consistently high across the board to deliver true value.”

MODERN INFRASTRUCTURE MUST BE POWERFUL, RELIABLE AND WELL CONFIGURED TO ACHIEVE THE OPTIMAL PERFORMANCE FOR APPLICATIONS AND SERVICES

Lenovo’s infrastructure solutions include a range of rack, tower and blade servers with associated software, switching and maintenance operations.

X6 servers, featuring Lenovo’s state-of-the-art X-Architecture, offer levels of performance, memory capacity and resiliency previously unseen in x86 servers.

Integrating proven Think technology, System x® is a highly reliable, scalable solution for demanding big data and analytics applications.

Modular design ensures long-term flexibility and upgradeability to meet growing and evolving workload demands.

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

Lenovo recommends Windows
2. Recognition for smart investment

Time is not a luxury that’s readily available in a super-competitive financial services market where the landscape is shifting constantly.

The ability to quickly react to market conditions is crucial, bending and flexing in response to events beyond reasonable measures of control. But while this reactive adaptation is important for survival, the businesses that will truly lead the financial services industry into the future are already thinking ahead of the curve, laying tracks into new territory before competitors even know there is a different frontier.

This means that for technology infrastructure it’s simply not enough to be able to run today’s applications effectively – one eye must always be on the future.

TRENDS ARE NOT JUST FOR FASHION

Technology growth strategies also need to recognise that changes in consumer behaviour are not simply being driven by their own market. As devices become more and more inexorably intertwined with daily life, people everywhere are becoming used to having the world at their fingertips, and consumer experiences driven by lifestyle and FMCG brands are reinforcing that expectation. Financial services can’t afford to be left behind and must not just embrace, but also pre-empt what’s required to service the latest personal technology trends in order to remain relevant to consumers.

“Consumer trends must be matched to security and regulatory standards in order to deliver services that are smart, secure and still stand out in a crowded market.”

Lenovo recommends Windows

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.
This presents an increasingly complex proposition for those responsible for technology implementation, where the whims of consumer trends must be matched to security and regulatory standards in order to deliver services that are smart, secure and still stand out in a crowded market.

Research firm IDC predicts that 60% of retail banks worldwide will begin replacing legacy systems with third platform technologies to boost efficiency, and that by 2017 financial services industry’s annual IT investment will surpass half a trillion dollars. So where will all of that money be going?

Step one is the base architecture and server infrastructure – as Archimedes recognized, even with a lever long enough, he’d still need a place to stand in order to move the world. Smart software that enables analytics, efficiencies in internal systems, customer relationship management and consumer service delivery, needs a stable but agile platform from which to launch in order to be effective at scale – and with that scale comes the further requirement for greater compute power. With a strong launch pad established, the journey to the cloud and beyond to virtual worlds is much less of a jump.

Centralized deployment and managed security protocols make it easier to house common assets and services and deliver them in a secure and cost-efficient manner. Updates to systems and roll out of new software is also centrally managed for greater efficiency, which also speeds up access to new services throughout an organization. The resultant flexibility offered to employees can enable them to offer a better service to customers and be more productive from more client devices both in the office and on the move.

Security in financial services is also imperative, and VDI offers the ability to deploy new security resources and services cost-effectively and without significant down-time or business interruption.

More and more financial services institutions are today embracing the versatility of virtualized desktop infrastructure (VDI) and the efficiencies that it can deliver.

Centrally deployed and managed security protocols make it easier to house common assets and services and deliver them in a secure and cost-efficient manner. Updates to systems and roll out of new software is also centrally managed for greater efficiency, which also speeds up access to new services throughout an organization. The resultant flexibility offered to employees can enable them to offer a better service to customers and be more productive from more client devices both in the office and on the move.

Virtualized desktops can promote efficiency by centralizing data and services, simplifying security and deployment issues.

Virtualized desktops can promote efficiency by centralizing data and services, simplifying security and deployment issues.

60% of retail banks worldwide will begin replacing legacy systems with third platform technologies to boost efficiency.

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

Lenovo recommends Windows
RAINMAKERS AND THE CLOUD

With public, private and hybrid cloud models, there are options for moving services and data to the cloud to suit any institution whilst maintaining requisite levels security and data integrity.

Whilst uptake from the financial sector has been tentative at times, regulatory convergence, best practice examples from leading institutions and efforts by financial technology (Fintech) vendors to make solutions cloud-ready are already driving a higher rate of adoption of cloud services. IDC reports that within the next 5 years, 50% of new applications launched by financial institutions will be cloud-first applications. This means that while the competition in this space will be fierce at the very top tier, more businesses will benefit from the strides made by 3rd party vendors striving to win new business with smart applications and streamlined services as they vie for business in the rest of the market.

By using cloud applications financial institutions can now offer a consistent, cross-channel experience to customers, and implement new business models that accelerate and optimize the capture and analysis of multi-channel data. Using the scalable power of cloud-based services helps to maximize the lifetime value of a customer relationship via a plethora of interactions, meaning that brand and product conversations aren’t simple constrained to traditional financial and transactional channels. The longevity of these customer relationships is now increasingly intertwined with technology and data.

The right infrastructure blend is critical to getting the greatest value out of cloud-based systems and applications. Linking cloud services with on-premises architecture will enable the scalable power of these systems to be available at the key customer interaction points throughout an organization, most importantly at the point of customer contact.

REDUCING COST, EXPANDING OPTIONS

Total cost of ownership (TCO) of infrastructure is an important consideration, and while two- to-three-year hardware refreshes are common, OpEx on key infrastructure can often swell mid-cycle without the right solution. Cloud technology significantly reduce midterm, enabling operational transforming the financial services businesses interact with their customers.
MAKING THE CUSTOMER THE FOCAL POINT

The customer’s ability to choose between vendors and services means that increasingly, transactional power will sit with them.

Offering consumers products and services on their terms will be crucial to developing relationships with emerging generation, who are growing up in a world where technology touches everything.

While mobile and internet banking have revolutionized the ease of many day-to-day services, according to a study by the U.S. Federal Reserve, the most common way that customers interact with a financial institution is still in person at a branch. However, this doesn’t mean that technology plays no part in those interactions. Transformation in bank branches is a good example of where the finance world is marrying efficiency with increased customer satisfaction. The gradual dismantling of the traditional queue-for-the-teller model has been enabled by advances in mobile computing and wireless network security. Now, roaming staff can access the power of the bank’s network infrastructure on their tablet, and whether they’re helping a customer with a transaction or credit checking for a loan application, this can now be done on the couch or at the coffee bar rather than from behind a glass screen at the counter.

Critical to this process is the ease-of-use, manageability and reliability of the mobile devices – as their performance will directly impact the quality of the customer service and the value of that interaction.

“Even though most people still visit their bank branch, complex banking transactions can now be completed on the couch or at the coffee bar rather than from behind a glass screen at the counter.”

TECHNOLOGY-DEFINED SERVICE: A NEW PARADIGM

Personal service also doesn’t have to be delivered in person, with strong networking and server capabilities enabling video banking to be delivered both in-branch and via ATMs. Which means a level of one-to-one customer service, help with complex transactions and some practical advice can be delivered out of normal banking hours and outside branch locations. It’s even possible to offer personal service in a customer’s own language – which will build trust and loyalty in the long term – without having native speakers in multiple locations.

Like a customer relationship, transformation of branch services is not a one-off. It’s a process that will continue to gather speed and the companies that do it well, will win over in the long game. Setting up for a future of service delivery through new channels, systems and methodologies with a flexible and scalable infrastructure complemented by agile, mobile client devices will be the cornerstone on which future successes are built.
3. Flexibility doesn’t need to be a stretch

With the many uncertainties regarding the future of service delivery in the financial services sector, the good news is that the same technology revolution that is driving change in the industry and ramping up consumer expectation is simultaneously enabling solutions to those challenges. Infrastructure, networks, cloud services and client devices are all getting smarter, more efficient and more powerful, from the data center to the phone in your pocket — and the world’s leading technology partners will offer complete solutions that fit every level of your entire organization.

What is innovation, if not the practical delivery of products and services that meet and exceed expectation?

INNOVATION ACROSS TECHNOLOGY BOUNDARIES

Flexibility across a total technology ecosystem requires innovative thinking across a spectrum of products and services. Lenovo already has an enviable reputation for innovation in the PC space. Now, with the recent acquisitions of Motorola and IBM’s System x, Lenovo has added leadership in mobile and the server space in order to deliver cutting-edge solutions across enterprise systems, PC and mobile.

Leverage Lenovo’s experience and commitment — speak to a Lenovo System Architect to establish the right mix of smart infrastructure and client devices to give your business the edge.

Lenovo recommends Windows

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.
“To derive true value from your IT spend, a powerful infrastructure must be complemented by up-to-date client devices.”

MAKING VALUE NUMBER ONE IN YOUR IT INVESTMENT CRITERIA

If you’re looking at a new technology implementation for your business, you’ll want to spend your budget wisely. Here are some key points to consider:

- If your business works with a Fintech service provider, insist on the highest quality technology for system infrastructure – however smart their custom solutions are, they will only be able to deliver value if they’re running on good hardware and connected to capable client devices.

- Ensure your client devices are up-to-date and powerful enough to make good use of the powerful system architecture that’s behind them.

- Hybrid cloud models can help to achieve the right balance between mobility and security, meeting compliance and delivering scalable services to staff and customers.

- Focus on flexibility and manageability in your client devices. Centrally managing a large fleet can be expensive and consume valuable time and resources if your tablets, laptops and desktops don’t have the manageability features that make centrally deploying software and services easy.

- You shouldn’t have to choose between high performance and reliability.

- Desktop and mobile PCs can’t just be good enough for the moment. The rate of change in software and applications means your client devices must be easily upgradeable and manageable to ensure you derive value over their whole lifecycle.

On top of delivering new capability to service customers and enable employees, controlling cost and delivering value over time are the two true hallmarks of a successful technology implementation. By choosing the solutions that are right for your company and partnering with the right technology vendor, both are achievable.

Lenovo recommends Windows.

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.
4. Complete solutions for the future of finance

Smart businesses will always look to optimize costs and drive growth with their investments — a worthy technology partner will share those values.

Being one of the strongest and healthiest businesses in the world, Lenovo understands how this works and can offer solutions which help financial services organizations get the maximum return on their investment in technology. Lenovo’s successful acquisition and integration of several businesses, turning them into profitable divisions, proves that understanding what it means to manage cost, drive profitability and grow a business truly begins at home.

With the most diverse portfolio in the industry, Lenovo can deliver the perfect infrastructure, fully customized to suit any financial services requirement. Lenovo’s enterprise IT products are continually evolving, leading in performance and reliability while incorporating the latest technology in line with emerging trends in user behavior. When you work with Lenovo, you also have a partner that is uniquely capable of ensuring efficient and seamless implementation, delivering cutting-edge solutions that return value throughout their life-cycles.

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

Lenovo recommends Windows

TRUST IN BUSINESS CONTINUITY

In financial services, downtime is not an option and the trust of your customers is critical to success. Lenovo’s legendary reputation for reliability is based in fact — the fact that our

“Understanding what it means to manage cost, drive profitability and grow a business truly begins at home.”
products have proved to be reliable, time and time again. And this means you never have to stop doing business. Our infrastructure products are built with the highest-quality components and superior cooling technology, all Mil-SPEC tested to ensure the highest reliability. That’s no idle boast – it’s proven by MTBF* rates among the best in the industry.

**INDUSTRY-LEADING SERVERS AND DATA CENTER INFRASTRUCTURE**

With the acquisition of IBM’s System x®, Lenovo can now offer a highly reliable, scalable solution for the most demanding applications like big data and analytics across a range of rack, tower and blade servers with associated software, switching and maintenance operations. X6 servers, featuring Lenovo’s state-of-the-art X-Architecture, offer levels of performance, memory capacity and resiliency previously unseen in x86 servers. Their modular design ensures long-term flexibility and upgradeability to meet growing and evolving workload demands.

**SOLUTIONS FOR CUSTOMER ANALYTICS AND CRM**

**SCALABLE SERVER INFRASTRUCTURE FOR A COMPETITIVE ADVANTAGE**

*High-throughput* – Capacity that enables faster response time; lower cost of ownership; high availability and disaster recovery.

*Robust end-point security* – Restricted access to data to avoid security breaches.

**LENOVO SOLUTIONS**

**System x Solution for SAP HANA on X6 System**

Pre-configured systems designed to help organisations instantly access, model and analyse SAP transactional and analytical data in real time.

**System x Solution for DB2 with BLU Acceleration on X6 System**

Provides blazing fast database performance through higher bandwidth and lower latencies, incorporating advances like in-memory, actionable compression, data skipping, and deep processor exploitation to speed up reporting and analytics—up to 99 times faster.

*S Mean Time Between Failures

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.

**SOLUTIONS FOR TRADING AND FUNDS MANAGEMENT**

**HIGH-PERFORMANCE WORKSTATIONS THAT EXECUTE TRADES FASTER**

*Powerful, extremely reliable and easy to service* – Modular designs for efficient tool-less serviceability and upgradeability; better passive cooling for lower noise and higher reliability.

*Supports multiple displays* – Native support for multiple independent monitors; support for up to 16 displays using cloning and the GPU specs to power all displays effectively.

*ISV Certifications* – Financial solution ISV certification to ensure software and hardware compatibility; stable and reliable operation; highest level of support from the software provider and optimal system performance for a quality user experience.

**LENOVO SOLUTIONS**

**ThinkStation® P700 / ThinkStation P900 Workstation**

Superior performance, reliability, and usability for any organisation, thanks to Intel® Xeon® processors and NVIDIA® Quadro® graphics. Plus Windows 10 gives you the power you need on your desktop, and with the familiar Start menu and taskbar, you’ll feel like an expert.

Lenovo recommends Windows
FUTURE-READINESS WITH EASY SCALABILITY AND UPGRADEABILITY

The incredible growth and increasingly complexity of FinTech solutions, along with their growing reliance on big data analytics and cloud services, absolutely requires IT infrastructure that provides superior application support and performance, scales to the variable demands of applications, and is able to support emerging standards with easy upgradeability.

Lenovo’s broad range of infrastructure products and customization options helps deliver lightning fast application performance and, even more importantly, allows an easy path to scale infrastructure in parallel with the evolution of the solution.

VIRTUALIZED DESKTOP INFRASTRUCTURE FOR QUICK ACCESS TO INFORMATION

Scalability – An ideal VDI platform should be able to scale easily to meet a financial institution’s needs as they evolve and grow.

Flexibility – Ability to meets the requirements of your IT infrastructure.

Security – VDI solutions enhance security by centralizing storage and computing functions that would normally be distributed throughout an IT environment.

LENOVO SOLUTIONS

ThinkCentre® M600 Tiny / M900 Tiny

Lose the tower. Gain the power to do more, with Windows 10 and the ThinkCentre Tiny. Enables users to access their desktops and corporate applications from numerous locations (free seating) supporting virtual work styles, business continuity and user mobility.

SOLUTIONS FOR RETAIL BANKING AND ASSET MANAGEMENT

"Lenovo’s customized infrastructure products allow an easy path to scale infrastructure in parallel with the evolution of the solution."

SEAMLESS INTEGRATION FOR PERFORMANCE AND EFFICIENCY

Many financial services companies rely heavily on legacy IT systems deeply-rooted in their infrastructure and still performing mission-critical tasks. The ability to easily integrate a solution into IT infrastructure is important to ensuring that costs of an upgrade don’t blow out and Lenovo systems and servers are designed to integrate seamlessly with legacy systems with minimal disruption to ongoing business.

Lenovo Solution Architects can also offer expert advice on supporting system integration to maximize performance and cost-effectiveness.

CLIENT VIRTUALIZATION SUPPORT

Lenovo Client Virtualization (LCV) supports a range of virtual desktop and virtual application scenarios using industry-proven Lenovo hardware combined with software from Citrix®, Microsoft®, VMware®, Atlantis Computing®, and others. These LCV solutions are fully tested across applications, software, hardware, and services to help streamline IT administration and simplify the transition to a virtual desktop infrastructure.

Speak to your Lenovo representative about completing your technology ecosystem today, or visit www.lenovooffers.com/finance to register for a callback.
SOLUTIONS FOR SALES AND CLIENT SERVICING

TABLETS AND CONVERTIBLES FOR PERSONALIZING CUSTOMER INTERACTION

Thin and light – Devices that can be carried around easily and do not compromise on user-experience and robust performance.
Safe and secure – End-point security to ensure that customer and financial information is safe.
Long battery life – Devices that last through a workday without needing to be charged.
WiDi – An added advantage for enabling effective presentations.

Featuring Windows 10, the platform of choice for innovation, which powers the most innovative devices – from phones and 2-in-1s to tablets and PCs and HoloLens.

LENOVO SOLUTIONS

ThinkPad® YOGA/ThinkPad Helix
Gives branch staff a vehicle to answer questions and provide service instantly.

These convertible laptops deliver high-performance flexibility with a display that rotates 360 degrees to offer four different usage modes: laptop, tablet, tent and stand.

ThinkPad 10
Great for customer-facing staff environment. The tablet’s versatility to connect to a keyboard base, tablet dock or monitor makes it easy to use in an office or outside.

AN ENTIRE PRODUCT ECOSYSTEM – FROM A SINGLE VENDOR

As the number one PC company in the world, Lenovo supports businesses around the globe with the most innovative, powerful and durable client devices in the market. Continuing the legacy of the Think brand that defined business computing for more than two decades, Lenovo still leads in performance, features and reliability with a strong commitment to product innovation through rigorous testing, research and development. Constantly reinventing the PC to meet the evolving requirements of today’s and the future’s enterprise users, Lenovo has developed an exceptional portfolio of the highest quality products and services including laptops and PCs, workstations, servers, storage, smart TVs – including an extensive family of mobile products like smartphones, tablets and associated apps and accessories.

CONCLUSION

Disruption in global finance led by technological advances that are revolutionizing services and the ways in which they can be delivered is accelerating evolution in the industry – and there’s no sign that it’s slowing. To keep up is not enough in an age that’s fast making dinosaurs of once innovative businesses, and remaining ahead of the curve is a constant challenge.

In the final analysis, the right mix in a technology ecosystem, from adaptable and reliable client devices to powerful infrastructure and system architecture that’s both flexible and scalable, can help mitigate the impact of rapid change. Working with a technology vendor that can deliver high quality, complementary products and solutions across the full gamut of finance technology requirements could be the difference between being a force in the future or a thing of the past.