

The background of the slide features a person's hands typing on a laptop keyboard. The image is heavily stylized with a blue and green color palette. Overlaid on the scene are various data visualization elements: a grid of blue squares, several lines of data points (some solid, some dotted), and numerous circular bokeh lights in shades of blue and green. The overall aesthetic is futuristic and data-driven.

The Future of Financial Services Remote and Hybrid Work: End User Computing

“ The importance of money flows from it being a link between the present and the future ”

Today, 92% of all money is now digital and the same can be said of technology. Your IT infrastructure is literally what drives financial transactions around the world while changing it from one form to another.

And with the right hybrid and multicloud systems in place, FinServ companies can “flow” financial transactions – through evolving regulations, uncertain market dynamics, or even black swan events such as the COVID-19 pandemic.

Which is what London-based wealth management firm JM Finn did when the coronavirus struck. They implemented a hybrid cloud VDI that enabled their entire staff of 400 dealers and traders to go remote and buy, sell, and trade without missing a beat.

All within a week.

Unfortunately, a smooth shift to work from anywhere is the exception rather than the rule in FinServ. JM Finn’s competitors scrambled and struggled to get remote workers to connect or keep operations going when COVID-19 lockdowns hit. More so because staff in the business are power users – they need to use multiple screens and access heavy duty financial applications to execute large trades within a fraction of a second.

What enabled JM Finn to sit ahead of the pack was their existing hybrid multicloud infrastructure with virtualization and VDI capabilities.

JM Finn set up an End User Computing (EUC) system that delivered a reliable, secure, and seamless UX to employees’ homes. All they had to do was connect to the internet and fire up any browser. And lo and behold – they had access to a full-fledged desktop or VM that ran all their applications with zero lag and zero downtime.

“We’ve been able to support employees with almost no issues,” said Jon Cosson, Head of IT at JM Finn. “In situations like this, there is so much out of our control. We can’t control what’s happening in the stock market, we can’t control what is happening around the world, but we can enable our company to continue operating remotely and supporting our clients with the same high-quality service we always have.”

How can you emulate JM Finn’s success? That is the million dollar question, but don’t worry we’ll answer that.

A Dual Focus on IT and Business

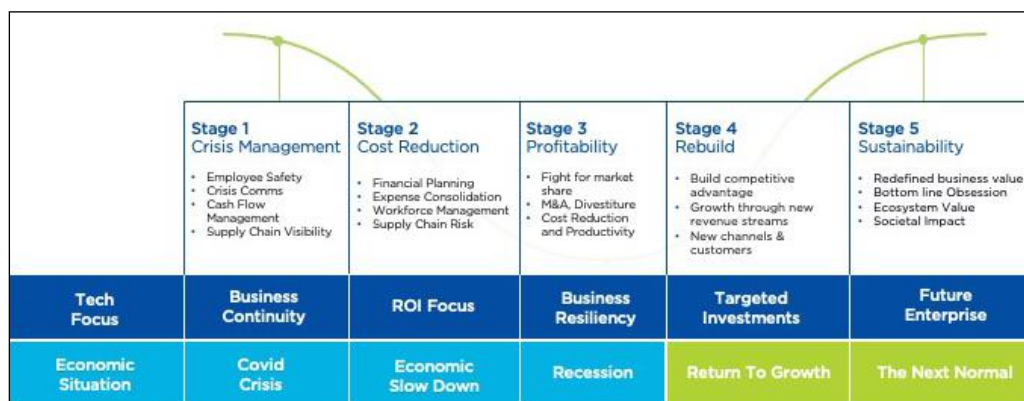
One of the biggest weights holding FinServ companies down is surviving on outdated IT infrastructure. Most companies are stuck with legacy 3-tier infrastructure and software that offer no way to implement a workable EUC solution, let alone quickly. They are slowed further to a crawl by the complexity of existing systems, inflexible processes, and stringent compliance requirements.

“Virtualization is extremely important, and it is evident that many financial firms have not prioritized this,” said Jon Cosson, Head of IT at JM Finn. “Many companies look at cloud services to address these needs, but they need to keep regulations in mind. Lots of cloud solutions are not a fit.”

Fast forward to the present. FinServ businesses have understood the importance of moving to a secure, fast, future-proof, and vendor-neutral hybrid multicloud ecosystem that delivers application interfaces to employees and customers wherever they are.

The technology focus has changed from business continuity and crisis management in the early days of COVID-19 to the resilience of operations via targeted investments in cloud infrastructure, VDI, and DaaS systems. The basic aim is to simplify and accelerate EUC for better flexibility.

This is matched on the business front by “return to growth” strategies as FinServ gets used to the permanent changes in work practices as well as consumer behavior brought about by the pandemic.



If you want to replicate JM Finn's strategy - at the same speed - you need to not only maintain business continuity but also obsess over reducing costs, building a competitive advantage, and growing new revenue streams.

All of which requires a synergy of people, processes, and technology. If there's one thing the pandemic has taught us about improving operational efficiency, it is that these three - people, processes, and technology - need to come together to create more strategic business value and deliver better customer experiences.

Again, this needs a flexible, user-centric underlying technological ecosystem that empowers employees to take decisions, transact, and operate with full control of their computing environment. Without writing (or even knowing) a single line of code, jumping through access hoops, or depending on IT support for a service or app they need to use daily.

EUC, then, is just what the doctor ordered here. EUC is the foundation for the unification of people, processes, and technology, for revitalizing the business ecosystem and the catalyst for lasting business growth with societal impact.

Take a Stand EUC

Until now, FinServ enterprises, like many of their counterparts in other industries with heavy regulation and complex workloads, were dragging their feet on digital transformation initiatives that changed how employees worked fundamentally. Bring Your Own Device (BYOD) or Choose Your Own Device (CYOD) were nowhere on the radar. CIOs hardly paid any attention to the possibility of non-standard remote login as a daily occurrence.

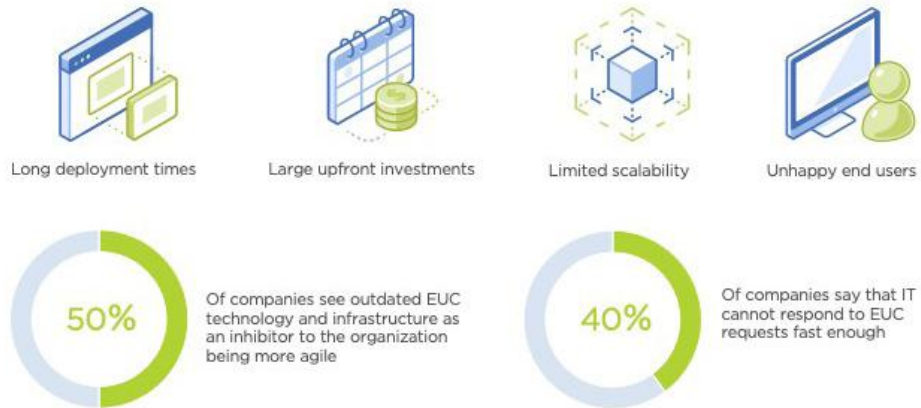
Not that they hated losing control. But managing large and secure endpoint environments creates major challenges cost-wise and complexity-wise. Consistency, speed, and reliability of access to financial data and apps was and remains paramount. COVID-19 proved to be a game changer. It forced companies to survive or thrive. Overnight.

It's never been more important for remote users to have consistent and reliable access to data and applications. No surprise then, that EUC deployments have seen a dramatic rise of 87% in the aftermath of COVID-19. That figure includes new adoptions as well as acceleration of existing projects.

EUC deployments up 87% since COVID hit

However, deploying and managing large endpoint environments needs a fundamental change in architecture, more often than not. While the most successful EUC deployments work best over hybrid multicloud, many FinServ installations are not architected to adapt to the cloud. On-prem VDI installations are plagued by cost and complexity problems.

Common EUC Roadblocks



A Forrester study on the [Total Economic Impact of EUC](#) transformation unearthed sharp interest among decision makers in moving VDI workloads to a hybrid environment. There is consensus that hybrid clouds and DaaS systems will greatly bring down infrastructure costs as well as make up for the lack of skilled staff that a traditional VDI requires. Of course, that doesn't mean FinServ enterprises can - or need to - jump across the gaping infrastructure chasm in a single leap.

You can't leave behind the enormous baggage (or responsibility) of regulatory, security, privacy, and compliance requirements.

There needs to be a firm but flexible launchpad that propels you across the chasm reliably - and also makes sure you hit the ground running on the other side. We at Nutanix specialize in these launchpads.

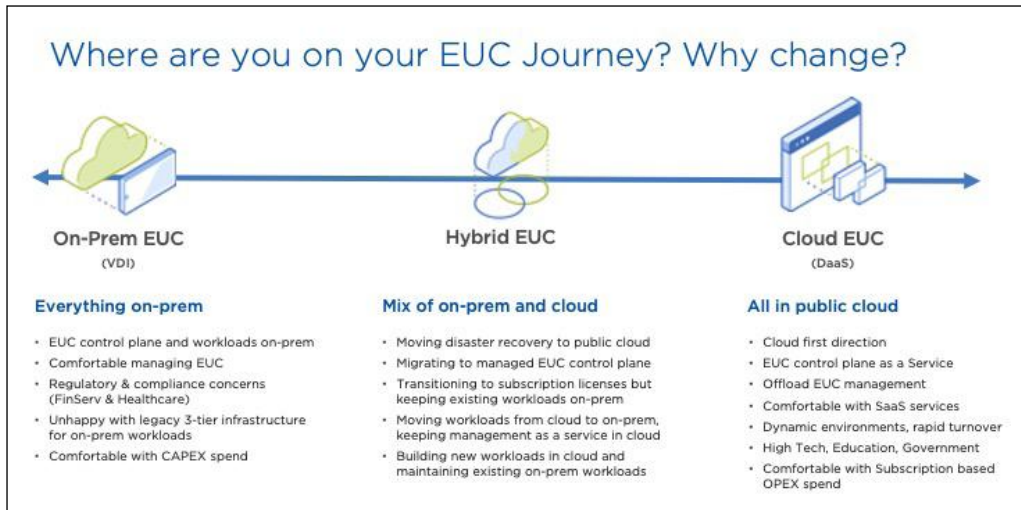
Your Path to EUC with Nutanix Cloud Platform

Traditional EUC implementations - on-prem VDI to be precise - have a bad rep. And you probably have a bad headache if you happen to manage one. Headaches include:

- Recovering your upfront investment: Most on-prem VDIs are sized improperly and CAPEX-intensive, making ROI a distant dream.
- Limited scalability: There's always a tipping point where performance diminishes and due to data locality and other architectural problems.
- Unhappy users: Users are perennially constrained by speed and complexity issues.

Nutanix can provide performance benefits while providing industry-leading EUC that works with Citrix, VMware, and Frame. The middle ground here is a **hybrid cloud implementation** (a mix of on-prem and cloud) that:

- allows you to move your EUC to the cloud - preferably a [DaaS solution](#) - at your pace and on your terms
- provides consistent, seamless access to apps and data
- supports more users on the go
- offers a quick, delightful user experience
- allows for better security and compliance policies
- makes costs predictable



The needle is already moving in this direction. Nearly half of all EUC workloads in the enterprise are already hybrid as we speak.

Industry trend: “shifting center” over time, **the future of EUC is hybrid 45% of EUC workloads already hybrid.**

Nutanix offers a flexible, inherently hybrid multicloud deployment that ticks all of the boxes.

We remain your partners through the journey, letting you call the shots by giving you the ability to locate services in different geographical regions with elastic cloud capacity to scale each of them. The end-result is consistent and transparent user outcomes in every location while retaining a centralized control and management plane.

Take Credito Valtellinese, an Italian cooperative bank group with over 500 branches and nearly a million customers. They implemented our software-driven platform on top of their VDI to increase mobile banking agility. Their solution has scaled quickly and on-demand over the years, and supported every type of VDI user the bank and its group companies have ever added, prompting system architect Maurizio Sala, to say, “Nutanix is so simple, that we actually forget that it exists sometimes, it just works.”

Our FinServ domain experts have worked out three potential paths to this hybrid multicloud EUC deployment:

Cloud Management – The EUC broker (control plane or management software) is offered as a SaaS application, typically hosted by Nutanix or Citrix. Admins simply operate it without worrying about installation, patching, or updating.

Disaster Recovery – Move your existing on-prem or private cloud DR solution to a public cloud of your choice in 3 steps:

- Extend the Nutanix Cloud Platform using Nutanix Clusters (which unifies private and public cloud systems into a single operable cloud) to the public cloud.
- Extend your existing on-prem VDI solution to the cloud on top of Nutanix.
- Migrate or clone your VMs and end users to the cloud.

When a failure happens, the public cloud will take over and fail back when on-prem services are restored.

Workload Portability – You get the freedom to place your workloads – whether they're temporary or business-critical, on production or test environments – where they make the most sense (on-prem or public cloud). You can also do “swing migrations and upgrades,” i.e. move components to a different location, upgrade the core, then move the function back.



Cloud Management

Offload & centralize EUC management as a service in public cloud.
No more upgrades!



Disaster Recovery

Utilize public cloud for disaster recovery and maintain business continuity.
No more outages!



Workload Portability

Workload flexibility to maximize business value and delight end-users.
No more capacity planning!

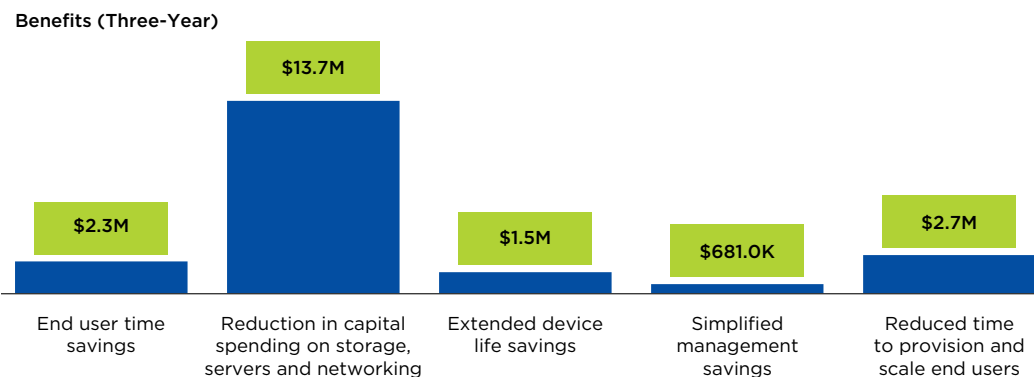
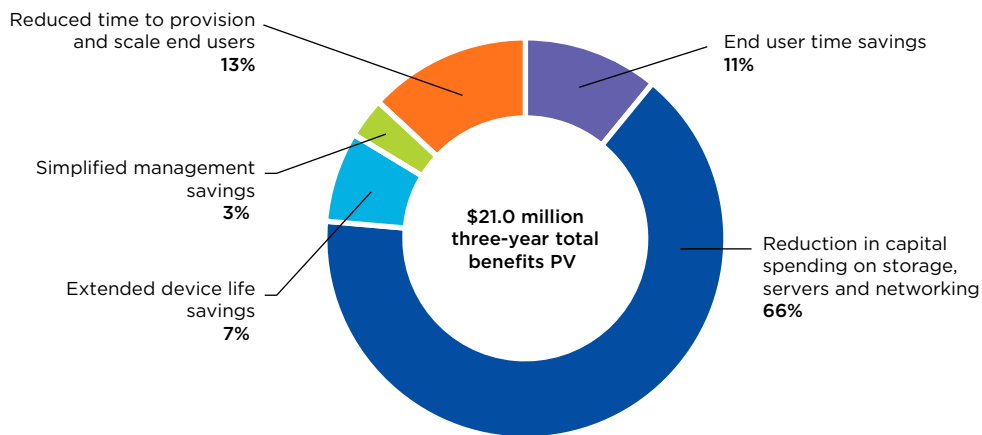
Is Money the Catch?

Nutanix provides both VDI and DaaS solutions, along with the underlying hyper-converged infrastructure (HCI) over hybrid multicloud environments. To examine the ROI on these EUC systems, we commissioned Forrester to do a cost-benefit and risk analysis and evaluate the financial impact of EUC in different areas.

The results?

A representative organization (including the financial industry) experiences:

- **Benefits of \$21 million versus costs of \$8 million over 3 years.**
- **An ROI of 164%.**
- **Payback time of less than 6 months.**



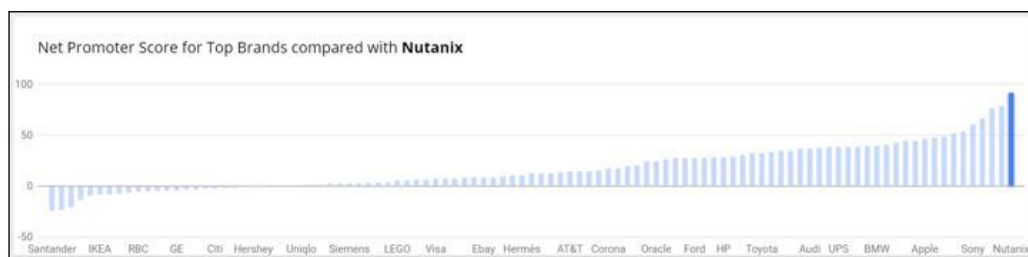
While the figure above shows the dollar savings, the time equivalents are just as important:

- End-user productivity: UX consistency across devices and the ability to access apps from anywhere results in 362,000 hours saved over 3 years.
- CAPEX reduction: HCI reduces capital expenditure by 25% to 35% compared to a three-tier architecture.
- Device longevity: Thin devices need to be refreshed only after 5 years instead of every 3 years earlier.
- Simplified management: Resource optimization technology saves 1.75 to 3.25 FTEs by adjusting intelligently to adapt to workload characteristics and reducing the need for configuration and maintenance.
- Time to delivery: Average time to provision a device is reduced 90% from 120 hours to 12 hours.

Nutanix has a successful 10+ year history of providing EUC solutions to thousands of customers, supporting millions of users and apps. We have helped capital markets, asset managers, retail banking, and insurance groups of all sizes globally deploy VDI and DaaS EUC solutions. Be it for the most demanding of power users in global trading, lending, or underwriting groups. As well as customer facing bank tellers, advisors, or financial customer contact centers. We work with 3 out of 5 FinServ companies listed in Forbes Global 2000.

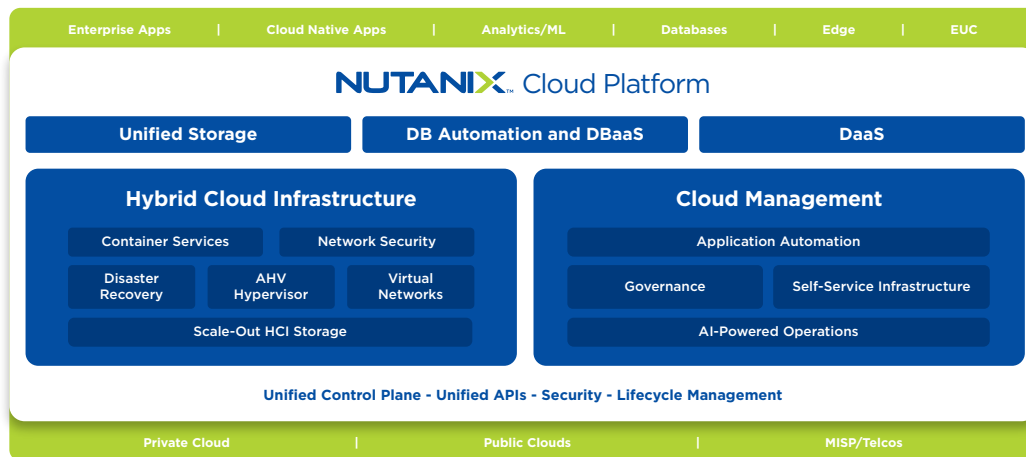
But the biggest question for us is... Are they happy?

We've maintained an average Net Promoter Score (NPS) of 90+ for seven years running now.



Our approach? We take the time to understand the complexities of your business. And who do that with the confidence that our flexibility and product range, as well as FinServ domain expertise, will help you build and deploy a super-quick, high-performance, cost-optimized, and transformative EUC solution customized to your operations and processes.

What's more, Nutanix is much more than EUC and infrastructure. Our all-encompassing hybrid multicloud solutions will help you reinvent the services you provide to your clients.



Find out more about EUC related events and download our solution brief

Email: info@nutanix.com

Twitter: [@nutanix](https://twitter.com/nutanix)

Go to <https://www.nutanix.com/demo> to set up a customized briefing!



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Nutanix is a global leader in cloud software and a pioneer in hyperconverged infrastructure solutions, making clouds invisible and freeing customers to focus on their business outcomes. Organizations around the world use Nutanix software to leverage a single platform to manage any app at any location for their hybrid multicloud environments. Learn more at www.nutanix.com or follow us on social media [@nutanix](https://twitter.com/nutanix). Learn more at www.nutanix.com or follow us on [Twitter @nutanix](https://twitter.com/nutanix).