

VERITAS™

Compete

with

Confidence



The three essential steps to future FSI success.

Modernize without Compromise.



Set your organization apart and grow market share—without risking data security or your reputation.

“Customers are in control as switching costs plummet, millennial buying power increases, and non-traditional banking models gain market share”

Owen Wheatley ISG Lead Partner
for Banking and Financial Services,
Yahoo! Finance (December 2020)

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IT'S TIME TO MODERNIZE OR DISAPPEAR

Market disruptors, changing customer expectations (encompassing everything from user experience to carbon neutrality), and the growth of cyber threats are forcing financial services organizations to adapt—or risk failure.

Modernization is the answer, to stand out from the crowd and deliver the best customer experiences. But it needs to be done without compromising the security and integrity of your data throughout its lifecycle.



Here we outline the key solutions to tackling these challenges, with proven ways to:

01

Partner for best protection

**It's not *if* you'll be attacked
by ransomware. It's *when*.**



A ransomware
attack takes
place every...

11
seconds

Ransomware is Inevitable

You need a proactive defense that is proven to work in complex FSI environments.

And if the worst happens, you need to recover at scale—fast. You can't risk losing customer data or taking too long to recuperate from a ransomware attack.



How?

Close the gaps in your ransomware strategy with our **Protect, Detect, Recover** approach:

PROTECT YOUR DATA

Build a strong and defensible position with role-based access controls, security logging, and native, immutable storage.

DETECT GAPS

Detect gaps in your resiliency plan before they become a problem, with a holistic view across your whole data estate.

RECOVER YOUR DATA

If you need to, by orchestrating it the right way the first time, no matter how complex your infrastructure, through automation.





Following the industry standard for financial sector resiliency and stability

Our partnership with Sheltered Harbor gives you a significant level of assurance.

This means we're part of an ongoing collaboration with hundreds of subject matter experts from well-known industry participants, as well as the regulators.

So you can have confidence in the protection of your critical data and its rapid recovery—wherever it lives, under the Sheltered Harbor standards.



SHELTERED[®]
H A R B O R

Everyone's now talking about Zero Trust. We've been practicing it for years.

A Zero Trust approach is essential in FSI environments, as we've known for well over a decade. It means not trusting any devices or users by default, even inside the corporate network. Measures include:

Institute Identity and Access Management (IAM) controls (for both users and machines)

- Multi-Factor Authentication (MFA)
- Role-Based Access Control (RBAC)

Encrypt data both in-flight and at-rest to reduce data exfiltration leverage (use data loss prevention software).

Limit access to backups (no one with access to primary data should also have access to backups).

Implement security analytics to monitor for and mitigate malicious activity.

"Zero Trust... is useful as a shorthand way of describing an approach where implicit trust is removed from all computing infrastructure. Instead, trust levels are explicitly and continuously calculated and adapted to allow just-in-time, just-enough-access to enterprise resources."

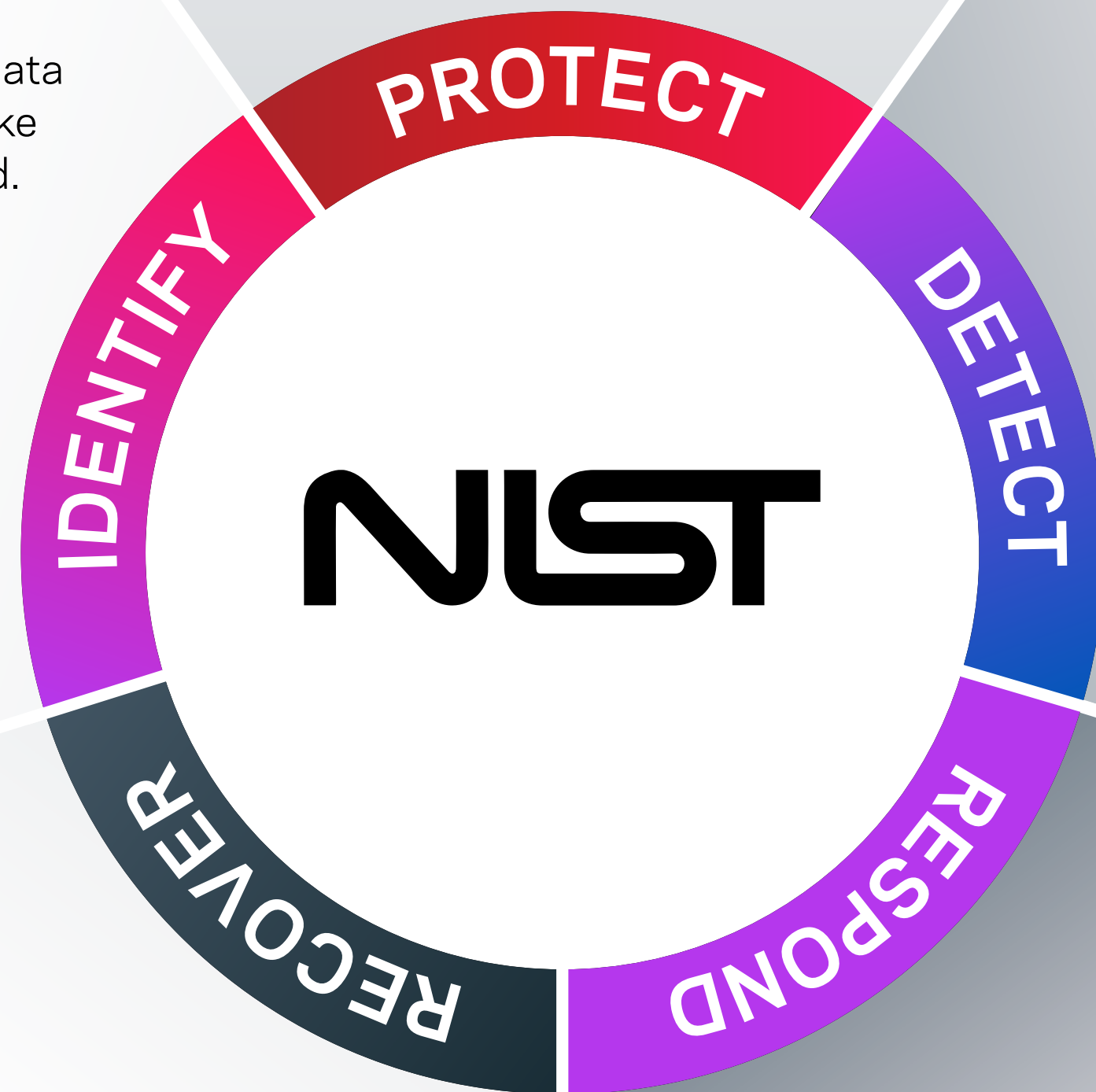
Susan Moore writing for Gartner ([June 2021](#))



Veritas Alta brings together a comprehensive portfolio of essential cloud data services in a single, powerful platform. No other solution enables you to take such complete control of your enterprise data and applications in the cloud.

Close the gaps in your ransomware resiliency with a proven strategy aligned to the National Institute of Standards and Technology (NIST) framework:

- **Protect** your data with solutions developed and honed using the largest and most critical systems
- **Detect** gaps in your resiliency plan with a holistic view across your whole data estate
- **Recover** your data fast, no matter how complex your infrastructure, through automation



02

Simplify compliance

Compliance can be complicated, strict—and if not done properly—expensive.



Compliance



FSIs must keep up with **ever-evolving and tightening industry regulations** that vary by territories.

Add growth in data collected and increasingly complicated infrastructure, and you have an even **bigger challenge on your hands**.

How?

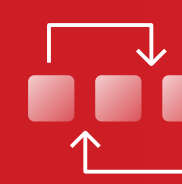
Veritas' unified digital compliance suite makes regulatory compliance easy by delivering:



Total visibility



Target analysis



Automated action



So you can:

1

UNDERSTAND

Understand the **value and risk level of data** across the whole infrastructure by combining data visibility, context and analytics.

2

CAPTURE

Capture **complete chain of custody** and reduce legal costs by enabling quick responses to provide subject access requests.

3

KEEP UP

Have everything you need to **keep up with ever-changing** geopolitical compliance requirements.

4

COMPLY AND RESPOND

Comply and respond to requests **quickly and efficiently**.

03

Differentiate yourself

Financial services organizations must adopt a *next-generation mindset* and a *future-ready* data architecture.



The Drivers



**Regulatory
compliance**



**CX
demands**



**Disruptive
technologies**



**Cloud-born
banks**



**FinTech
start-ups**



**BigTech
'super apps'**

The fast pace of technological change today means that industry stalwarts are facing unprecedented competition from all sides, including BigTech firms who are on a mission to become 'super apps' by rolling financial services into their offerings.

But it's not just about being reactive. There is a proactive opportunity here to use cloud in an agile way to rearchitect your data world and still be compliant and cost sensitive.



The Challenges

DIFFERENTIATE

The best way to differentiate in this market is to deliver the best customer experience. Financial services providers need to create seamless, personalized digital experiences, with solid data protection and privacy.

INNOVATE

Innovate to differentiate, with new products and services, and move into new markets. However, this can open up risk through increasingly complex infrastructure across hybrid, multi-cloud environments, and an overwhelming amount of data.

MODERNIZE

Organizations need modern data management architecture to gain complete visibility into their data, embrace emerging technology (AI and ML), and deliver innovative and personalized customer experiences.

How?

Create a future-ready foundation for digital transformation:



GAIN TOTAL DATA VISIBILITY

The unified Veritas Alta platform enables you to see all data, across all platforms.



REDUCE COMPLEXITY

Veritas Alta solutions support interoperability and are optimized to perform wherever data resides (edge, core, cloud, virtual, Kubernetes).

Put your data to work:

Connect with customers on a more human level

Align with and anticipate their needs without expanding workforces or compromising privacy.

Embrace emerging technologies

Particularly AI/ML and understand their potential impact on existing solutions.

Support innovation to enable differentiation

Quickly see what new innovations are working and either double-down or pivot away.



“COVID-19 has accelerated the need for new banking technologies and cost-cutting efficiencies. Cloud technologies, digital applications and AI can help banks weather these changes and differentiate their offerings in the long term.”

Judd Caplain Global Head of Banking & Capital Markets,
KPMG International, [Insights article \(2020\)](#)

Veritas allows you to modernize with the most complete, easy-to-use and interoperable data management solutions on the market.

Integrate with:

800+
data sources

100+
operating systems

1400+
storage targets

60+
clouds



Consider your next steps

So much more is possible, when your data is visible and manageable for analytics and insights.

You can become more innovative, design new revenue streams, develop new services, and turn more of your users into loyal customers.

At Veritas, we say having your data secure sets you free—and you can innovate knowing it's safe to do so.

We hope you feel inspired and emboldened to take action. To discuss this in more detail, [**schedule a meeting with us.**](#)

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20**

of the largest financial services companies in the world rely on our solutions.
Join us and you'll be in good company.

The Veritas logo is displayed in a white, sans-serif, all-caps font. The background of the slide features a dark red field with abstract white and light red geometric shapes, including diagonal lines and clusters of small dots.

Modernize **without** Compromise

**With Veritas, the data management
platform for bold financial institutions.**

About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—rely on us to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc)

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