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Financial Services Use Case: Branch Connectivity to Applications in Private, Public, and Hybrid Cloud

Financial Services Industry (FSI) retail branches are moving away from simply offering transactional services and are beginning to provide financial advice as well as complex business and personal services. FSI institutions are redesigning branches to have smaller footprints and more advanced digital technologies—becoming technology-focused solution centers that deliver a high-quality customer experience. These centers feature interactive teller machines that incorporate live two-way video, digital kiosks that use artificial intelligence, chat bots, smartboards, and other innovative digital applications.

Many of the customer-facing digital applications are housed in private clouds, while public clouds currently house the back-office applications. In this multi-cloud environment, each branch must be able to access digital applications in real time. To address these needs, many FSI institutions are deploying Software-Defined Wide Area Networks (SD-WAN), an overlay technology that enables different traffic types to run over separate underlay network technologies—such as business internet services and Ethernet services. Additionally, FSIs are a top target of cyberattacks, with one of the highest average costs of individual data breaches. This means each branch must take steps to strengthen its cyber security posture.

The Ciena Virtualized Edge Solution includes SD-WAN and Secure Access Service Edge (SASE), delivering an integrated package that converges networking and security while providing customers with choice and flexibility. Customers can select a device-based solution that combines Virtual Network Functions (VNFs) or Containerized Network Functions (CNFs) such as SD-WAN, router, firewall, load balancer, and customer workloads. The Ciena Virtualized Edge Solution is enabled by our multi-service virtualized edge software stack,
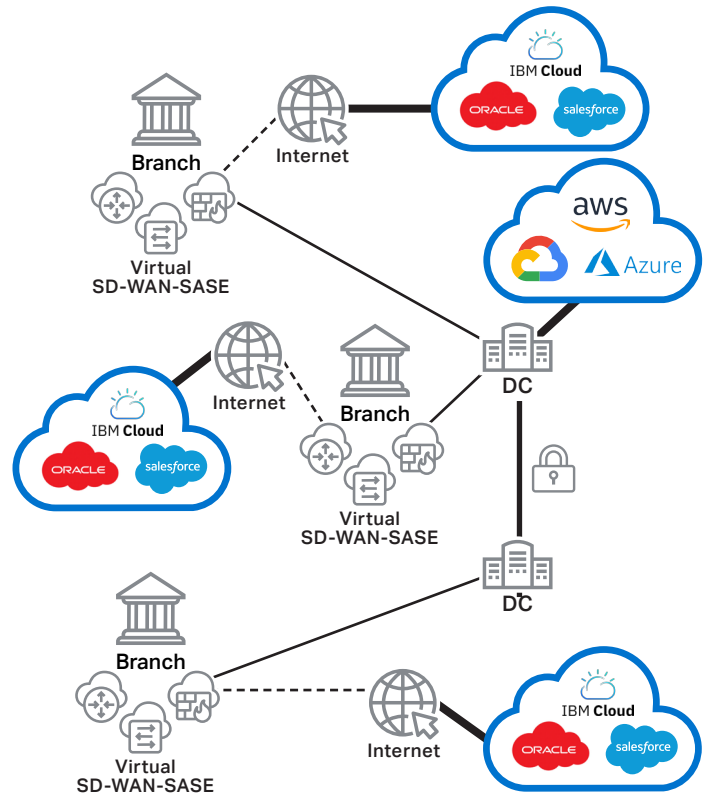
which provides multiple virtualization functions in addition to orchestration and automation.

Customers can also choose a cloud-based solution that provides a variety of VNFs and CNFs in addition to a robust software stack of security features, including zero-trust network access, cloud access security broker, firewall as a service, secure web gateway, data loss prevention, and remote browser isolation.

Ciena also offers full lifecycle systems integration services to help reduce the associated cost and risk of evolving from a hardware-centric branch IT infrastructure to an agile and flexible software environment.

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