

# Reimagining the banking experience

**A financial institution takes an enormous technological leap to deliver tomorrow's banking services.**



## Enhancing community through connectivity

For this longtime Verizon client, human connection is a core value. It's the kind of regional bank people still visit in person to deposit a check or withdraw cash for their grandchildren. The institution wanted to keep it that way, but it also needed to modernize its banking services and control costs—which would require an enormous leap forward with cutting-edge, future-looking connectivity.

## Building a personalized wireless connectivity solution

Committed to helping the bank achieve its business outcomes, Verizon assembled the technology and the team required to deliver a complex wireless business internet solution at scale. There was no road map to follow, but the Verizon team was prepared to figure it out. That meant building a tailored solution from the ground up, with a customized support model and bespoke implementation processes.

The team started with a proof of concept (POC) to validate the technology and secure buy-in from stakeholders. Early alignment was crucial, and Verizon worked with the bank from the beginning to address concerns about cybersecurity, branch coverage, operational continuity and much more.

The Verizon team was resourceful as new requirements emerged. For instance, Verizon provided certain managed services for the bank, allowing the organization to focus on its core business.



### Challenge

- Evolve the customer experience
- Streamline branch operations
- Control infrastructure costs



### Solution

Verizon delivered a personalized managed solution using wireless business internet for primary connectivity at branches—an approach that required innovation, agility and problem-solving at every level. Not only did Verizon deliver a solution tailored to the bank's needs, but the project also paved the way for other clients to adopt Verizon's powerful cellular network.



### Results

- Secure, reliable primary connectivity
- Cost savings and efficiency
- Reporting and business visibility
- Delivery two months ahead of schedule

## A trusted partner committed to business outcomes

As the bank's strategic partner, Verizon acted as an extension of the bank's internal team, driven by shared goals and timelines—and a sense of urgency to keep things moving. Daily communication helped keep the project on track and the teams agile, effective and accountable.

As a result, team members were able to make better decisions and act fast. They collaborated with contingent workers to complete installations in challenging physical spaces. They streamlined the billing process to enable faster delivery of materials. And they pivoted quickly to meet deadlines under changing conditions.

## Why Verizon

- Firsthand knowledge of the bank's operations
- Commitment to the bank's core values and vision
- A successful POC, with implementation in 18 months
- Enterprise-grade professional installation for optimal performance
- Fast, reliable and scalable connectivity for branch offices and cloud-based applications
- A variety of speed plans, with unlimited data
- A flexible alternative to traditional wired internet, providing primary, backup or load-balancing software-defined wide area network (SD WAN) connectivity
- Quick installation, helping enable the rapid connection of locations as needed
- Cost-effective solution

## What's next for the bank

### Quick, flexible deployment

Easy setup, with branch-in-a-box technology to support events and natural disasters

### Guest and employee Wi-Fi

Fluid movement between physical and digital spaces—and no more application delays or timeouts

### Consultative approach

More valuable customer interactions, with greater potential for cross-selling and upselling

### Local business support

Digital signage and livestreaming video to promote financial literacy

### Cloud migration

The ability to adopt modern, cloud-based applications

### Innovation

Greater synergy between the bank's technology and lines of business, empowering teams to serve clients more effectively

## Learn more

Find out how Verizon can help financial services companies modernize their technology, streamline operations and deliver richer customer experiences.

For more information, visit [verizon.com/business/solutions/industry/financial](https://www.verizon.com/business/solutions/industry/financial).