

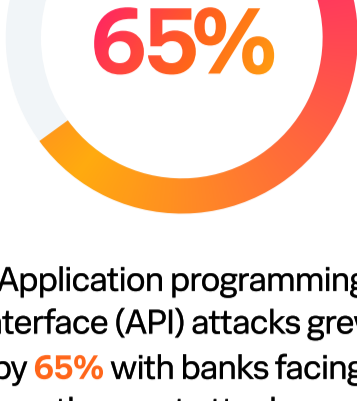
IT PAYS TO BE RESILIENT

3 Priorities for Financial Services' Next Chapter

With the surge in digitization and open banking, consumers are eager for easier access to their money and to manage financial transactions.

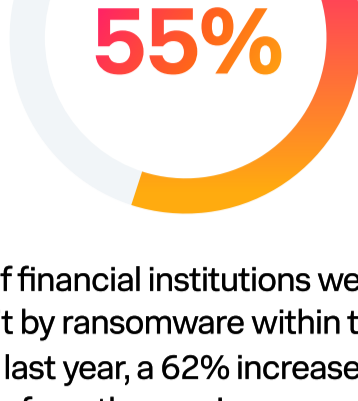
But digitization also poses challenges to financial institutions.

New technologies increase attack surfaces



Application programming interface (API) attacks grew by 65% with banks facing the most attacks.

Rising security threats



of financial institutions were hit by ransomware within the last year, a 62% increase from the previous year.

Increasing compliance expectations



of compliance personnel at G-SIBs anticipated an increase in regulatory activity.

Financial services' new top priority: digital resilience.

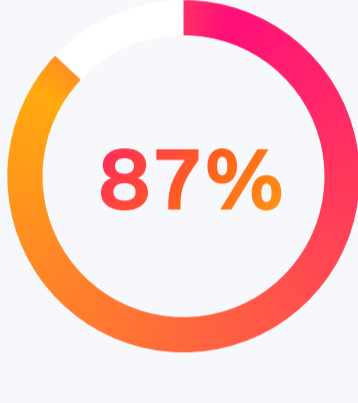
HERE ARE THREE THINGS THEY NEED TO DO:

1

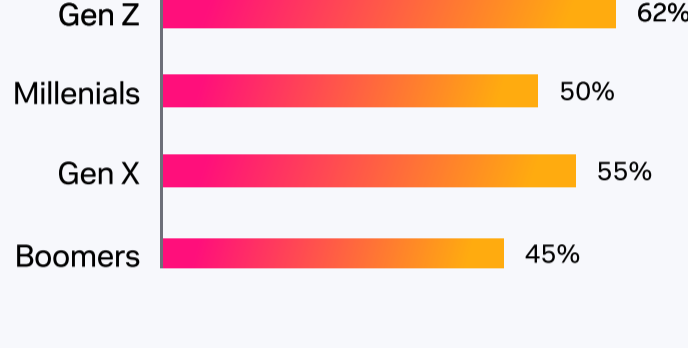
Compete on trust with secure technology

As open banking adds competitive pressure, financial institutions need to build loyalty — but customer satisfaction isn't enough.

Customer satisfaction isn't enough



A majority of consumers are satisfied with their financial institution...



...but half or more have no plans to expand with their existing institution

Institutions that can deliver on customer expectations, without compromising security, will have a competitive advantage. By protecting consumer information in a risky and fragmented climate, financial institutions can increase customer lifetime value.



The tradeoffs between innovation and security and resilience are imaginary. You have to have secure and resilient building blocks in order to innovate.

Cat Swetel, Director of Engineering, Nu International

Understand the challenges and opportunities presented by open banking

[Learn more](#)

2

Detect and remediate fraud, faster

The financial services industry is a top target for fraud, with most institutions having experienced at least one incident. Along with reputational damage, the most disruptive incidents can have a financial impact as high as \$50M, making the potential toll of fraud even more immense.



Among businesses, financial institutions are the most frequently targeted by phishing attacks, experiencing 27.7% of attacks.



In 2023, business email compromise spiked, with an average of over 150,000 daily attempts detected.



32% of account takeover attacks are committed against online banking accounts, affecting roughly 24 million households.

AI and machine learning (ML) have broadened the threat landscape for financial crimes and fraud. But, these tools are also becoming a key part of the solution — giving financial institutions enhanced visibility and controls to effectively fight fraud.



The industry should aim for a rapid adoption of AI tools to deliver efficiency, a better customer experience and a more robust sector. This will require all involved, from senior management to technology and product teams in financial institutions, and their counterparts in regulation and technology to get up to speed quickly on existing and emerging risks to be managed.

The Impact of AI in Financial Services, UK Finance and OliverWyman, 2023



Be part of the solution of fraud prevention with AI and ML

[Learn more](#)

3

Ensure resilience by taking an always on approach

Instead of the classic “see it, solve it” approach, financial institutions are embracing always on digital resilience, so they can adapt to any change that comes their way.

To keep up with the digital age, they'll need to focus on:



Building cyber resilience
in an evolving threat climate.



Keeping systems and applications
up and always running.



Maintaining preparedness for whatever's next
— from regulations to opportunities to threats.

End-to-end visibility across the entire tech stack helps financial organizations maintain agility and continuous compliance, even with evolving regulations like PCI, T+1 and DORA.



Using Splunk, we now have a greater view of our ecosystem to help ensure that each transaction that goes through Fannie Mae can be traced and monitored from start to finish.

Nimesh Bernard, Senior Director, Enterprise Observability Applications, Fannie Mae

Go beyond compliance in financial services institutions

[Learn more](#)

Increase resiliency and better safeguard consumers' sensitive data

With Splunk, financial services institutions can create increasingly resilient systems that promote compliance while navigating the challenges that come with a continuously digitizing world.

Learn more about Splunk for Financial Services >