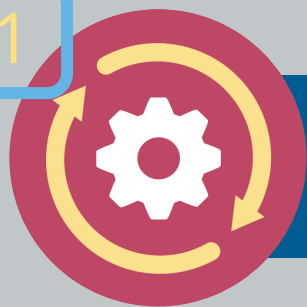




Factors Driving Cloud Adoption in the Financial Sector

1



Agility and Flexibility

Cloud native platforms are scalable on-demand. Financial institutions can innovate in response to market changes and pivot as needed.

2



OpEx Models

On-prem data centers that required massive upfront investments. The cloud offers a great opportunity to switch IT spending from CapEx to OpEx models.

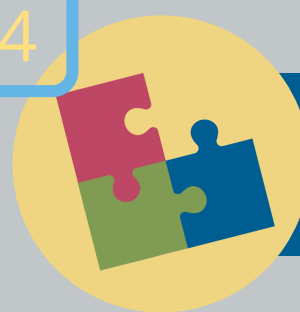
3



Real-time Information

High-frequency trading applications rely on almost instantaneous communication to generate profit.

4



Storage

Considerable infrastructure upgrades and continual development are critical to sustaining growth.

5



Customer Behaviour

Younger generations are increasingly using online banking services, especially on their phones. Banks need to offer customers personalized digital experiences.

6



New Kinds of Services

Customers are also looking for new kinds of applications to support new investment types.

7



Security & Compliance

Organizations that follow [container security best practices](#) can secure their applications against a wider range of attacks.

8



Green IT

Financial institutions are looking to the cloud as an enabler of ways to provide green innovators with easier access to capital.