



GUIDE TO MOBILE SOLUTIONS IN FINANCE

Access to palm-of-your-hand banking has caused a shift in technology expectations across the finance industry, from bank branches to financial advisors.



>50% of smartphone owners have used mobile banking in the past 12 months¹



Almost 1/3 of financial advisors reported using tablets in 2014, with another 1/3 expecting to start within the next 12–18 months²

See how mobile technology can be used to redefine banking, improve customer experiences, and empower financial advisors!

Tablets and Smartphones



70% of IT leaders say tablets and smartphones will ultimately replace PCs in financial services.³

Applications:



Enable self-service kiosks



Financial advisors can meet with clients anywhere

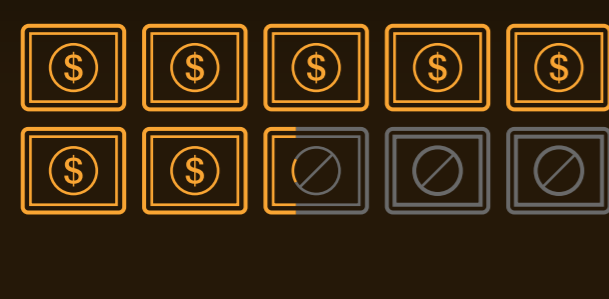


Mobilize document editing and digital signatures

Benefits:

- More efficient bank visits
- Shorter lines
- Mobile client meetings
- On-the-go presentations
- Instant market updates

Digital Displays



73% of banks and credit unions surveyed feel digital signage has improved their sales efforts.³

Applications:



Provide product offering visualization



Deliver dynamic content across locations



Draw clients in with visually stunning window displays

Benefits:

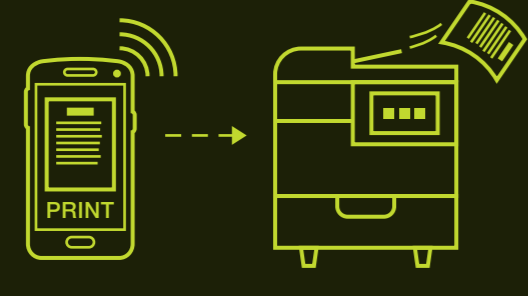
- Easily updatable
- Visualization of complex financial product offerings
- Lower print costs

Mobile-Enabled MFPs

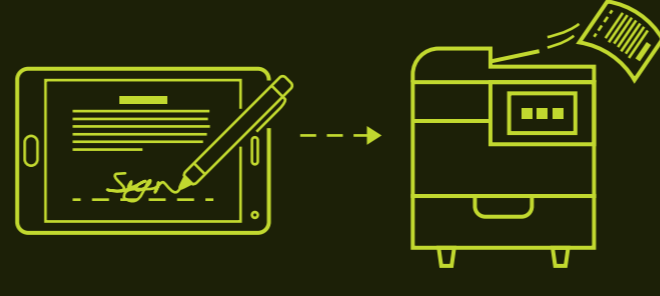


60% of IT leaders say they are strongly committed to expanding the use of mobile-enabled printers.⁴

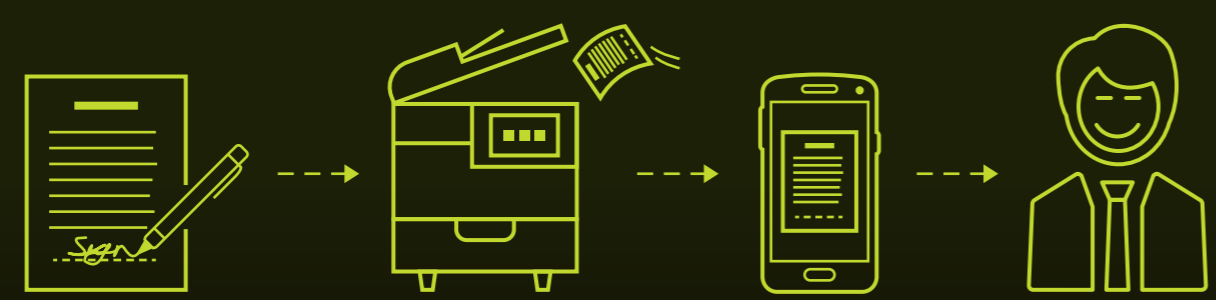
Applications:



Print documents remotely from mobile device



Collect signatures offsite and instantly print final documents



Scan documents and send to field financial advisors

Benefits:

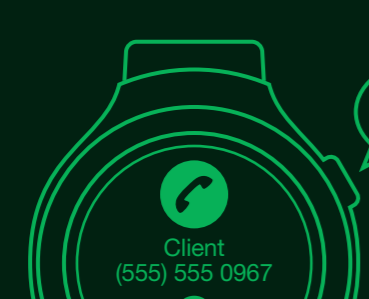
- Banking transactions from anywhere
- Secure transfer of sensitive documents
- Smarter document workflows

Wearables



93% of enterprise survey respondents are already exploring wearables.⁵

Applications:



Communicate hands-free



Stay connected to market changes



Receive updates and notices while advising customers

Benefits:

- Real-time market updates
- Closer communication with team
- Lighter than a laptop
- Easy, instant access to business and finance apps

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Sources:

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