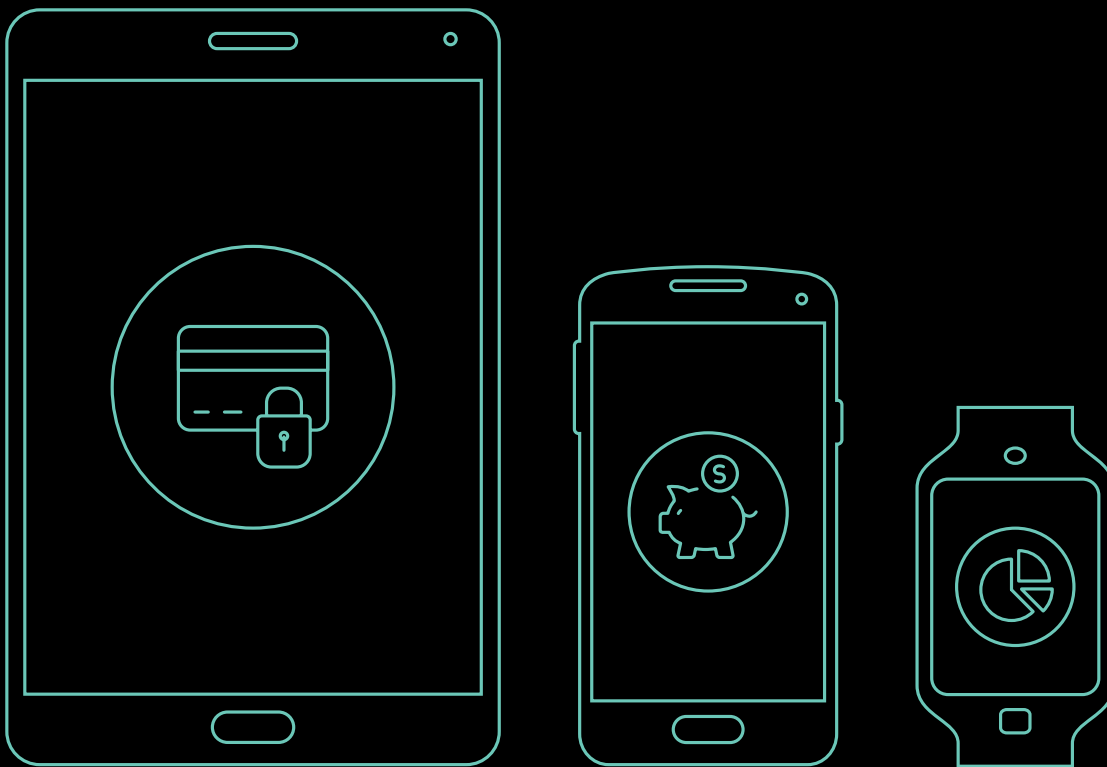


# Taking Stock of Mobile Solutions in Finance

How mobile technology can redefine banking,  
improve the customer experience, and  
empower financial advisors



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# Introduction

From retail and commercial banking to wealth management, insurance and investment banking, mobile technology is transforming the way people handle their finances. Growing numbers of American consumers use their mobile devices to manage their financial lives via online portals and mobile apps. In response, the financial services industry needs to change: 70% of IT leaders say tablets and smartphones will ultimately replace PCs in financial services, and 60% say they are strongly committed to expanding the use of smartphones, tablets and smart monitors.<sup>1</sup>

The shift to mobility can free banks to reinvent traditional bank branches and financial advisors to reimagine workflows to better serve mobile customers. IT professionals face the challenge of integrating mobile solutions with their existing infrastructures to improve the way customers engage with their financial institutions.

This eBook runs the numbers on some cases where mobile solutions are not replacing banking, but revolutionizing it – making it faster, easier and more satisfying for customers to oversee and manage their day-to-day finances.

*“The move to mobile is happening faster than anticipated and profoundly changing banking in fundamental ways.”*

Javelin Strategy & Research

## CHAPTER 1

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# Challenges and Specific Needs in Financial Services

# Keeping the bank branch relevant



Many people now handle routine banking activities like checking balances and depositing checks online or with mobile apps, clearing customers from bank branches and making some branches uneconomical. According to a recent survey from Chase, physical bank visits are down 30% in the last year, while use of mobile banking apps is up by 33%<sup>2</sup>. And two-thirds of customers in a Bank of America survey reported using a mobile banking app at least a few times a week – some several times a day. At the same time, 83% have also

visited a bank branch in the past six months.<sup>3</sup> So the move to mobile doesn't spell the end of the bank branch, but it does create pressure to rethink its relevance in a mobile world. Bank branches need to be smaller, more efficient and self-serve for routine banking tasks, so that tellers and bank officers can focus on advising and helping customers. This, in turn, would make bank branches into high-value destinations focused on special services and offerings to draw customers back to the bank lobby.

# Mobilizing the financial advisor



Traditionally, financial advisors met with clients in person in an office, equipped with secure, networked PCs that put all the information they needed at their fingertips. Today, clients expect to meet with their advisors anytime, anywhere.

Clients also expect support across multiple channels – from texts and alerts to video chats. And clients expect mobile and secure access to their documents, reports and statements.

# Creating an engaging digital experience

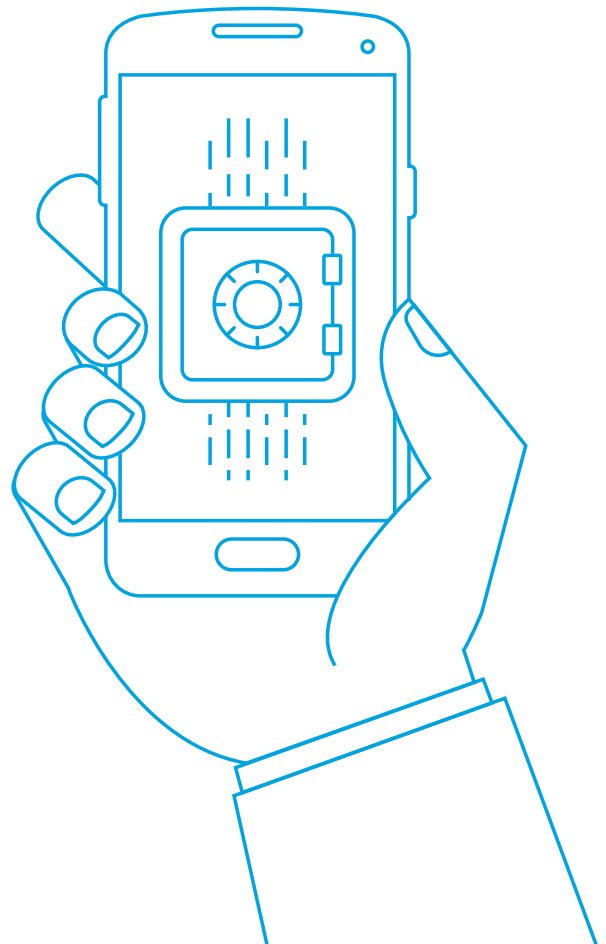


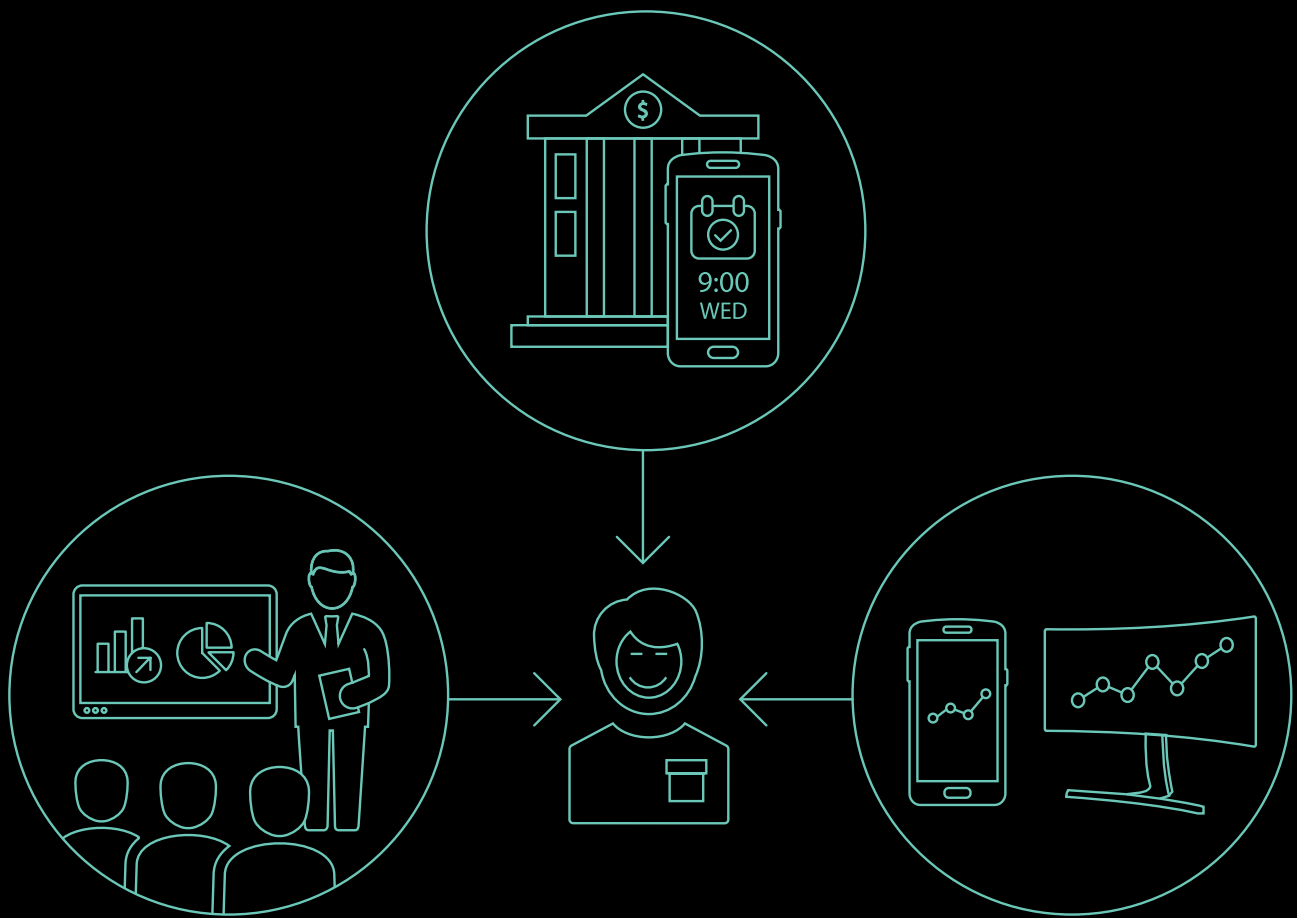
Financial services clients also expect a digital financial experience that matches their digital retail experience: customized, immediate and visually stunning. To meet their expectations, financial advisors and sales staff need the ability to review literature with clients and enrich engagements with powerful visualizations. But for mobile

financial advisors, this need creates a dilemma, because tablets and smartphones haven't always been up to the task. A Salesforce survey indicated that almost a third of sales professionals don't use presentations at all, because they can't customize them on their tablets; and 43% said presentations don't transfer well or look good on displays.<sup>4</sup>

# Ensuring security

Banking, insurance and investment professionals work in one of the most highly regulated industries in the world. This means balancing more convenient and mobile offerings for their clients with industry-regulation compliance and data security.





Ultimately, these responsibilities fall on IT professionals. With the right mix of self-serve solutions and interconnected, secure mobile devices, financial firms can support their clients at every stage of their journey, while also keeping their data private and safe. Here are just a few examples where mobile technology is raising the bar for financial services.

CHAPTER 2

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# Mobile Technology Use Cases



# Reinventing the bank branch

(smartphones, tablets, digital displays, and more)



Imagine a small, high-tech banking branch where customers could pre-stage transactions or make appointments with advisors on their mobile phones before arriving. Once there, they could use a mobile-enabled self-serve kiosk to check their balances and recent transactions, make a quick transfer, deposit a check or pay a bill or two. A mobile concierge – once a teller behind a glass enclosure – could walk up to a customer to answer questions or help with anything more complex. If they needed to go over details, the

teller could mirror the information on the tablet to a large-format wall display or print documents for the customer to review and sign. The customer's appointment with an advisor takes place in a state-of-the-art VIP lounge that provides large touchscreen displays and an opportunity to interact with the latest mobile apps and wearable devices. These details transform the trip to the bank from a frustrating and time-consuming chore into an engaging and efficient interaction with a trusted advisor.

# Mobilizing financial advisors (tablets)



When wealth advisors meet with clients in their homes or offices, they need access to the same tools and information they'd expect when working from their company offices. By bringing tablets to meetings, they can customize client presentations with powerful visualizations on a crystal-clear, high-quality display. They can access a full

range of enterprise mobile apps to view and edit documents or update projections as they discuss options. If there are questions, advisors can easily pull non-confidential data from the cloud or access confidential portfolios from desktop to tablet using desktop virtualization, synchronizing the data to keep everything up to date.

# Instant market updates



(tablets, smartphones, and wearables)

Finally, consider a financial broker who needs constant updates on the markets throughout the day, wherever he goes. By synchronizing content across a business tablet, smartphone and a wearable device like a smartwatch, the broker can receive notifications, alerts or texts

no matter where he is or what he's doing. This means he can react to the market on a dime. And because the wearable acts as an extension of his smartphone, he also has easy, instant access to enterprise business and sales apps, so he can respond as needed throughout the day.

# Increase Productivity with Smart Monitors



While financial professionals increasingly get work done on mobile devices when they're on the go, the productivity and comfort of connecting to a large, high-resolution monitor cannot be denied.

Consider an investment advisor who needs to monitor real-time stock quotes and keep an eye on the latest industry news while re-balancing his client's portfolio, he can increase his productivity and efficiency by accessing multiple applications on a single screen.

High resolution monitors offer incredible clarity and precision to financial professionals who typically need to view numerous types of information including small text, numbers, streaming stock ticker, heat maps, images, complex graphs and charts, etc.

In the financial services industry, whether you work on a desktop computer, notebook or mobile device, a high-performance desktop monitor is still critical to business.

CHAPTER 3

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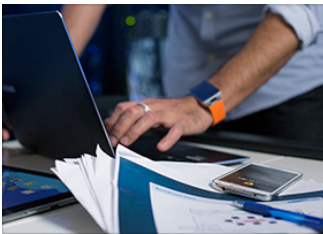
# Mobile Solutions from Samsung

When you're ready to select mobile technology to fit your unique financial environment, Samsung offers state-of-the-art technology solutions that enable financial institutions to reinvent bank branches, mobilize financial advisors and empower employees—and customers. Samsung offers financial enterprises the most comprehensive portfolio of devices, services and solutions.



## Samsung Galaxy Tablets and Smartphones

Sleek, stylish and powerful mobile devices featuring Super AMOLED® displays, ultra-fast processing, a full ecosystem of enterprise apps and built-in security



## Samsung Knox™ technology<sup>5</sup>

A mobile security platform built into Galaxy devices that protects sensitive data at the hardware, OS and application levels



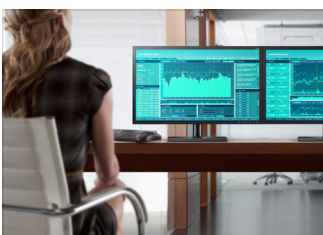
## Samsung Gear Smartwatches

Wearable tech that provides in-the-moment access to market changes with notifications, texts, calls and emails



## Digital Signage Solutions

Smart digital signage displays and video walls to deliver dynamic content across multiple locations, with an embedded system-on-chip platform that eliminates the need for external media players



## Smart Monitor Solutions

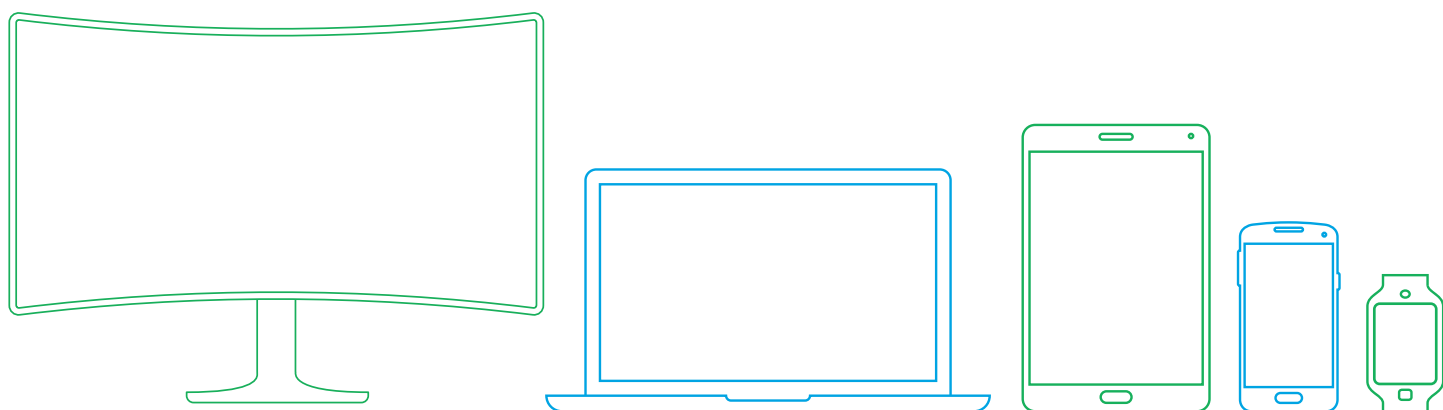
Combining our global leadership in display technology with innovative and stylish designs, our monitors are suitable for every professional application.

# Exceed expectations with mobile technology

Customers still value traditional banking services and the expertise of trusted financial advisors offering advice in secure, private environments. At the same time, customers expect the convenience, speed and personalization they get from online retail and digital entertainment to extend to their financial experience.

IT professionals can help bankers, insurance agents and financial advisors meet and exceed these expectations by thoughtfully integrating mobile technology to create a seamless, effective multichannel experience for customers. This empowers customers to manage their financial lives on mobile devices and seek personal, face-to-face interactions and advice when they want it.

[LEARN MORE](#)



# About Samsung Business

As a global leader in enterprise mobility and information technology, Samsung Business provides a diverse portfolio of enterprise technologies including smartphones, wearables, tablets, digital displays, hospitality TVs, zero clients, smart monitors and medical diagnostic equipment. We are committed to putting the business customer at the core of everything we do by delivering comprehensive products, solutions and services across diverse industries including retail, healthcare, hospitality, education and government. For more information, please visit [samsung.com/business](http://samsung.com/business) or follow Samsung Business via Twitter [@SamsungBizUSA](https://twitter.com/SamsungBizUSA).

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<sup>3</sup> “Trends in Consumer Mobility Report,” *Bank of America*, June 2015.

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<sup>5</sup> May incur additional costs.