The New World of Banking

Bank executives say their highest 2015 priorities are:

- **Security**: Improve security measures. (32%)
- **Risk Management**: Improve risk management and compliance. (59%)
- **Mobility Innovation**: Enhance customer and employee experience. (48%)
- **Multichannel Integration**: Allow integration across all platforms for optimal growth. (29%)
- **Workplace Redesign**: Optimize office space and branch networks. (17%)
- **Branch Transformation**: Improve front and back office integration. (21%)

Bank executives say their greatest 2015 challenges will be:

- Regulatory compliance: 58%
- Security: 50%
- Data loss prevention: 46%
- Risk management: 39%
- Customer retention: 34%
- IT strategic enablement: 28%

**Is your bank ready for the new world?**

Put the right people, technology, and strategies to work to help your bank increase its security competitive advantage, expand its mergers and acquisitions activity, and hire and retain exceptional employees.

Visit citrix.com/financialservices to learn more.

About this study: Source: "Technology Issues in Banking" study (October 2014) conducted for Citrix by American Banker and SourceMedia Research. Online survey was conducted among 258 executives with roles in management, operations, IT, and human resources at U.S. financial institutions.