The banking industry is at a tipping point, with more transactions happening outside brick-and-mortar branch locations. Digital transformation and a generational shift at the root of this upheaval.

A recent IDG Research-AT&T survey found both banking business leaders and IT executives in the banking industry overwhelmingly agree that the right technology can drive the digital experience, and banks are investing in IT accordingly.

### Turning to Technology

- **86%** say an increasing number of account sales are occurring outside of brick-and-mortar branch locations.
- **86%** say traditional banking needs to be enhanced.
- **93%** say it’s hard to replicate online experience at brick-and-mortar locations.
- **61%** say a lack of knowledge about digital transformation.

### The Promise of Digital

- **86%** say traditional banking needs to be enhanced.
- **64%** say increased traffic to customer touchpoints.
- **57%** say lower cost per transaction.

### IT AND BANKING BUSINESS LEADERS: SAME GOAL, DIFFERENT TACTICS

**#1 expected benefit of business leaders:** improved customer satisfaction (86%).

**#1 expected benefit of IT leaders:** improved data security (70%).

### Technology — Digital Optimization — to the Rescue!

- **81%** have made technology changes at the corporate and/or branch level.
- **49%** have made technology changes over the last 12 months.

### WHERE THE DIGITAL DOLLARS ARE BEING INVESTED

- **69%** Mobile apps for customers.
- **44%** In-branch apps for employees.
- **39%** Mobile apps for customers.
- **39%** Scalable network.
- **36%** Enhanced security.
- **61%** Enhanced security.

### An Action Plan

- **65%** Anywhere access to accounts.
- **53%** Mobile apps for customers.
- **51%** New and improved services.
- **51%** More personalized customer service.
- **45%** Better ways to find the right products and services.
- **45%** Tutorials and help for customers.

Digital optimization will result in massive increases in data traffic, bandwidth-hungry applications, mobile endpoints, and migration of mission-critical workloads to the cloud. For more information on how to transform successfully, go to www.att.com/financial.