



Financial Services Toolkit

A Guide to Position Your Financial Services Business for Success



Financial Services Toolkit

03

The Future of Financial Services Lies in the Cloud

06

The Financial Services Challenge: Compete & Succeed in a Fast-Changing Industry

10

How Office 365 Is Your Formula for Success

15

Excel Soars in the Cloud: How Your Company's Most Critical Productivity Tool Just Got Even Better

18

Lighting the Path to Faster & More Consistent Regulatory Compliance

21

Next Steps for Success: Making Your Move to Office 365

23


Getting Ready for Office 365: A Quick Guide to Gathering Key Requirements

26

Conclusion: Productivity Is an Urgent Issue for Financial Services Firms

03

The Future of Financial Services Lies in the Cloud



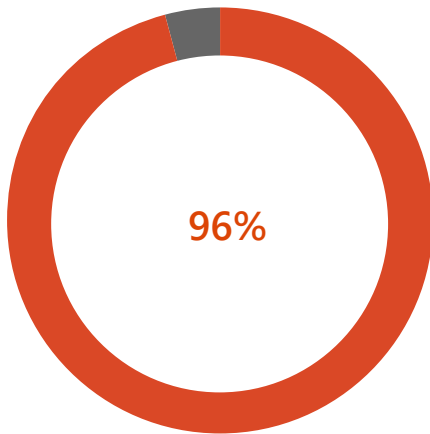
Few businesses have faced as much change in such a short period of time as financial services firms. Rapid technology innovation, combined with deregulation, has turned a once-conservative industry into a breeding ground for disruptive change and cutting-edge experimentation.

As a Deloitte report, *Banking Industry Outlook: Banking Reimagined*, notes: "Disruption in banking is a topic du jour."¹

This is an environment where opportunities abound — but it is also one where competition is fierce, and where businesses must operate efficiently and execute flawlessly in order to succeed.

This presents a challenge for an industry where a technology-friendly image doesn't always mesh with day-to-day reality. Financial services firms of all sizes, for example, continue to use productivity tools ill-suited for today's dynamic, information-rich business environments. Many tools also impose hardware, software licensing and management demands that consume IT resources and create security risks.

¹ *Banking Industry Outline: Banking reimagined*. Deloitte.



96 percent of financial firms are making changes to legacy IT systems and workflow.

According to a KPMG report, *The Need for Speed: 2016 Banking Industry Outlook Survey*, 39 percent of financial firms view financial technology startups as a significant threat to the industry and 30 percent are unsure. As a result, 51 percent of organizations are now focused on developing and selling new capabilities for investment services. The same study found that 72 percent believe that digitally enabled self-service capabilities for teller transactions and account opening and maintenance are a top priority. All of this has led to 96 percent of firms making changes to legacy IT systems and workflow.²

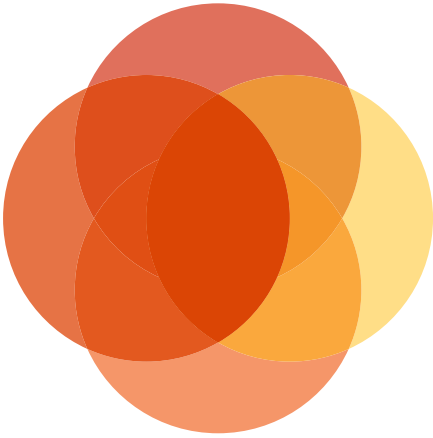
Most financial services firms are already acquainted with cloud computing, and most accept the cloud as a secured, reliable and powerful technology delivery model. Now, more of these companies are turning to cloud-powered productivity tools to shed the legacy IT burden, build frictionless business processes and support modern, highly mobile workforces.

We'll explain in the following pages how Microsoft's Office 365 offerings unleash the full potential of cloud-enabled productivity tools for today's financial services firms. By combining familiar, user-friendly productivity applications, such as Word and Excel, with advanced communication, collaboration and information-sharing capabilities, Office 365 enables firms to focus on competing, winning and profiting from change. At the same time, Office 365 allows financial service IT organizations to focus on innovation and business value instead of simply keeping the lights on.

² *The Need for Speed: 2016 Banking Industry Outlook Survey*. KPMG.

06

The Financial Services Challenge: Compete & Succeed in a Fast-Changing Industry



Agility
isn't just a
buzzword.

A Market Defined by Disruption

New business models and unconventional revenue streams are profoundly impacting the financial services industry. There's competition from below — for example, payment services such as Square and Dwolla — along with pressure from above, with companies like Costco and Walmart entering the scene. Financial firms must also confront business-model disruptions, such as the sharing economy, crowdfunding and peer-to-peer lending models.

These services, and the companies that operate them, are introducing new ways for consumers to interact and transact. They're changing expectations, and turning speed and convenience into competitive differentiators; they also tend to drive down prices and squeeze once-comfortable margins.

As traditional financial services offerings become increasingly commoditized, and as startups seek to “disintermediate” consumer access to products and services, firms must find ways to move faster, respond decisively to opportunities, and eliminate sources of friction in their business processes and flow of information. Agility isn't just a buzzword in an industry where startups are fundamentally changing the established ways of doing business.

Financial Services Technology: No More Business as Usual

The technology choices financial services firms make will have a profound impact on their ability to adapt in such fluid — and often unforgiving — business environments.

Consider one example: the role of mobility in the modern financial services marketplace. Financial institutions are adapting to more dynamic and diverse retail and branch networks; remote workers and virtual teams are common and play increasingly important roles. Employees are comfortable working on the go; many shift to and from multiple devices — smartphones, tablets, laptops and desktops — during a typical day.





**Employees
are
comfortable
working
on the go;
many shift
to and from
multiple
devices
during a
typical day.**

These workers don't just expect basic access to email and a few internet-enabled tools. They expect to use multiple, real-time communications channels. They want instant access to every information source they would have in a traditional office. They demand analytics and data visualization tools that support critical business decisions.

Consumer technology trends reinforce these expectations, as evidenced by the spread of Bring Your Own Device (BYOD) policies into the business mainstream. At the same time, more workers, and especially younger Millennials, often make employment decisions based on a suitor firm's attitudes towards technology.

Financial services firms that empower their teams with productivity tools engineered for always-on, device-independent performance will have a solid foundation for turning mobility into a major source of agility, efficiency and employee engagement. Those that don't, or those that make do with incremental changes to legacy, on-premises approaches, are more likely to view mobility as a burden — an attitude that forfeits an entire set of competitive capabilities.

10

How Office 365 Is Your Formula for Success

Financial Services Need the Cloud

There's a good reason why organizations are turning to cloud computing. It bypasses many of the obstacles of legacy IT — essentially serving as an antidote to older and less-efficient processes and workflows. Moreover, there's a growing realization that the cloud doesn't adversely impact security and compliance; it actually enhances it by introducing more comprehensive and systemic oversight and controls, along with the ability to eliminate update management and other issues.

Office 365 builds on these foundational benefits with capabilities that align perfectly with a modern financial institution's business and technology needs.



The cloud enhances security and compliance by introducing more comprehensive and systemic oversight and controls.

8 Reasons Office 365 Delivers for Financial Services

- 01 Built for mobility.** The Office 365 platform is designed from the ground up to support mobility. The applications work on almost any computing device, including smartphones, tablets, laptops and desktop PCs. It spans operating systems and, tapping the power of the cloud and OneDrive, virtually eliminates document-sharing conflicts. In other words, financial services professionals need not worry about accessing or sharing the information they need — exactly where, when and how they choose to access it.
- 02 Proven usability.** Because professionals use a core of familiar, user-friendly Office applications, there's virtually no learning curve associated with Office 365. The result, in terms of usability, is a turnkey migration that simplifies the process of learning new skills. Users are likely to master new Office 365 components through self-guided learning and intuition.

- 03 Cutting-edge communication and collaboration.** Office 365 is more than an online version of Word, Excel and PowerPoint. It's a tightly integrated platform that builds powerful collaborative capabilities into these tools. In addition to file sharing in the cloud, teams can access, edit, manage and share files and data from any device using OneDrive, SharePoint or Skype for Business, and engage in enhanced coauthoring. Users can collaborate with the videoconferencing, messaging and content-sharing tools of Skype for Business. Files and people remain synced.
- 04 Security that "walks the walk" to protect customer data.** Office 365 delivers best-in-class security for financial services firms — period. Among many other features that support this achievement, Office 365 includes robust mobile device management (MDM) tools to support secure BYOD policies; high-grade, end-to-end document and email encryption; enforced multi-factor authentication; data loss prevention (DLP) technology; cutting-edge anti-spam and antivirus tools; and remote-wipe capabilities.
- 05 Compliance capabilities designed to support financial services firms.** Microsoft views compliance the same way our financial services customers view it: as an absolute, non-negotiable imperative that allows for no margin of error.

- 06 **Accessible insights.** Office 365 applications — particularly Excel — deliver powerful and easy-to-use integrated analytics tools that improve upon similar capabilities found in legacy Microsoft Office applications.
- 07 **Storage solutions.** OneDrive cloud storage allows users to work without having to remember to back up files and data. The process happens automatically and transparently. Combined with versioning information, eDiscovery and compliance features, it's simple to find a particular document — and even drill down to a specific version of it.
- 08 **Cost-effective computing resources.** Office 365 delivers an economical approach to business software. It offers real-time cloud provisioning and resource delivery, as well as flexible, user-based licensing. The platform eliminates the need for a variety of other — often less secure — file sharing and collaboration tools.



15

Excel Soars in the Cloud



**Office 365
provides
powerful
capabilities
to any size
financial
services firm.**

Your Company's Most Critical Productivity Tool Just Got Even Better

For financial services firms, success is a numbers game. And nothing brings more power to the equation than Excel and the cutting-edge analytics capabilities of Office 365. Learn how Excel can help you turn your business data into valuable, actionable insights.

Q: How can Excel help my firm stay ahead?

A: A part of the Office 365 suite, Excel offers cutting-edge tools like Power Query to gather data and Power Pivot to model, analyze and transform it into meaningful information to make informed decisions. Powerful filters allow financial firms to model, view and present various what-if scenarios. Add-on tool Power BI gives users the ability to pull in data from internal and external sources (like Salesforce, GitHub and other SaaS providers) to build custom dashboards for a near anytime, anywhere view of the health of your business.

Q: What is different about using Excel online?

A: Business insights are most valuable when you can use them exactly when, where and how you want. Excel online delivers this capability by reengineering its analytics tools to work flawlessly across a huge array of mobile devices. In addition, using tools such as OneDrive and SharePoint, users can combine their analytical insights with a flexible set of communication, collaboration and information-sharing features.

Q: How does Excel make data analysis more accessible and actionable?

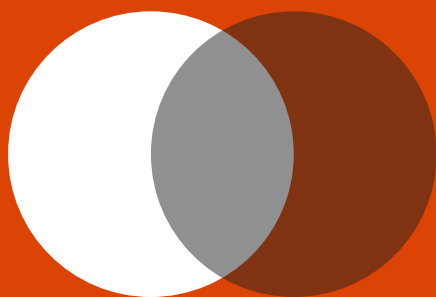
A: Excel tools like Power Pivot, Power View and Power Map don't just crunch numbers; they bring your data to life and help users communicate the insights behind the information. Users can, for example, call upon a rich set of tools to organize, visualize and share data insights — allowing teams to focus on making better, faster decisions.

These are powerful capabilities — and until recently, they were the preserve of the biggest enterprises with the skills and resources to take advantage of them. Today, Excel and other elements of Office 365 make the same capabilities available whether a financial services firm has one employee or 100,000 employees — and always with a simple and affordable way to access them.



18

Lighting the Path to Faster & More Consistent Regulatory Compliance



Microsoft
can be your
partner in
compliance.

Office 365 and the Cloud

Regulatory compliance impacts every technology decision your company makes. With [integrated tools](#) and resources tailored specifically for financial services, Office 365 can help you successfully comply with the complex web of legal obligations.

- The **next-gen eDiscovery tools** of Office 365 aid in retention, preservation, search and analysis. It helps find near-duplicate files and reconstructs email threads by identifying key themes and data relationships.
- As data volumes explode, it's crucial to manage **critical archiving functions** such as retention and deletion across the data lifecycle — and across various systems, including a wide array of third-party sources.
- Office 365 delivers **advanced auditing features** that intelligently identify risks, contain and respond to threats, and help protect valuable intellectual property. [Management Activity API](#) can identify more than 150 transaction types and delivers an unprecedented level of visibility into user and admin transactions within Office 365.

- Microsoft can be a **partner in compliance**. The [Office 365 Financial Services Compliance Program](#) offers deeper insights into how Microsoft is helping the financial services industry meet its unique regulatory requirements, as well as access to Microsoft's security and compliance staff. The [Service Trust Portal](#) provides customers with easy access to key compliance documentation, white papers, and independent audit reports, among other resources.

Learn more at [Office 365 Compliance Solutions](#).



21

Next Steps for Success: Making Your Move to Office 365

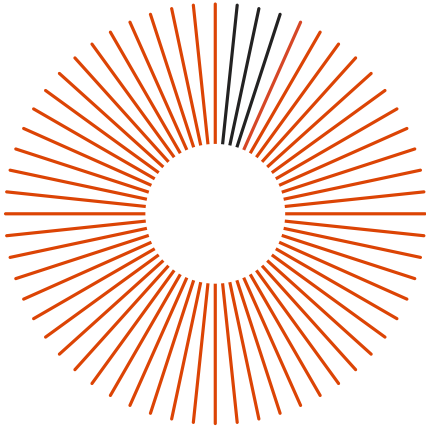
Ready to get moving on an Office 365 migration? Begin with these next-step actions to start the process and keep it moving in the right direction:

- **Lay the foundation.** Schedule a demo and then set up a trial to evaluate the software to understand how it impacts your organization, changes workflows and introduces improvements. Start with a legacy system and software inventory; identify your user needs and the requirements for different segments; prioritize different user groups for a migration; identify a vanguard group to pilot the software; and create a roadmap for the migration, including a realistic plan to add workloads and roles.
- **Conduct the necessary due diligence.** Microsoft is proud of its financial services compliance capabilities and considers it important for companies to learn for themselves how Office 365 helps protect data privacy and security. At the same time, the Office 365 platform can conduct eDiscovery across Microsoft Exchange Server, SharePoint, Skype for Business and file shares, simplifying the process of uncovering and understanding your security needs.
- **Work with a qualified implementation partner.** Microsoft and its network of partners, including Gold Certified Systems integrators, deliver the competency and specific industry expertise to oversee the implementation process and ensure that the platform is installed with the right controls, tools and features.



23

Getting Ready for Office 365: A Quick Guide to Gathering Key Requirements



Begin with questions that **capture essential information** about your users and their needs.

Migrating to Office 365 can be a very fast process or a more involved effort, depending on how and why your organization uses its legacy productivity tools.

The best way to prepare for a more involved, and perhaps more complex, migration process is to begin with relatively simple questions that capture essential — but often surprisingly overlooked — information about your users and their needs:

- ✓ **Know your preferences.** Ask the big-picture questions first: Who are your organization's most critical productivity software users? How would you prioritize their needs? Do certain groups depend more than usual on certain tools or features? Understanding who uses your current tools, how they use them, and how they relate to technology in general gives you a starting point for a smart and sustainable migration plan.
- ✓ **Develop an identity schema.** If your organization uses Active Directory for user authentication and identity management, work with your IT group to gather the right information to define your configuration and requirements.
- ✓ **Size up your email.** Review your existing email requirements, including the number of users, domain-name and address conventions, mailbox size limits, and current security and management policies.

✓ **Understand your collaboration requirements.**

Identify organizational requirements for sharing documents, supporting real-time voice and video collaboration, adding or migrating Voice over IP services, and using IM or social media tools. Office 365 offers capabilities that cover these and other communication needs, and the migration process can set priorities for when and where to implement each service.

✓ **Identify and catalog custom Office elements.**

Understand which customizations your organization requires, any added features or macros you need, and how to deploy the new platform and make the transition as seamless as possible.



Conclusion: Productivity Is an Urgent Issue for Financial Services Firms

Financial services firms continue to wade through a technology-driven transformation. This means moving away from traditional software and hardware models that may offer a perceived sense of control and security, but can actually interfere with productivity — and harbor significant, hidden security and compliance risks. It means moving towards cloud-based applications that offer the agility, flexibility, security features and performance to keep up with such a dynamic and challenging competitive environment.

What's more, Office 365 delivers these capabilities using a model that helps financial services firms spend wisely on productivity tools and avoid expensive on-premises IT systems. At a time when firms need every possible advantage to stay competitive, Office 365 represents an opportunity few can afford to refuse.



How we work has changed. How do you know that you're making the best use of technology to make your business as efficient as possible? [Register now](#) for a 30-minute visual demonstration of Office 365, and learn how it can propel your business to new levels of productivity.