

Network and Application Performance Management in Financial Companies



The investment industry is one of the most data-heavy industries in the modern business world. Enterprises need to have a clear understanding of big data, complex international capital markets, and the increasing use of multi-platform and mobile technology among investors. They are also continuously faced with the pressures of quickly and accurately executing financial transactions while keeping up with rapidly evolving regulatory requirements. Investment banks and other financial institutions have implemented sophisticated hybrid cloud environments to ensure reliable network and application performance and quality digital user experiences that will keep their customers satisfied and their employees productive. The automation of these processes and the increasing use of artificial intelligence (AI) to learn from each transaction has become much more important in today's operations.

Innovation plays an ever-increasing role in optimizing transaction times and assuring constantly available network and application performance. If these challenges were not enough, financial organizations must also prioritize compliance mandates and enhance

their cybersecurity posture when storing customer and payment information and communicating with partners.

"After 25 years, most banks have mastered the digital customer experience, with a strong focus on service... 99% of banking touchpoints today are remote."

- Forbes, 2024¹

Service degradations anywhere in the immensely complex information infrastructure of the financial institutions are a disaster – with well documented direct negative impacts on the bottom

¹ <https://www.forbes.com/sites/michaelabbott/2024/01/16/the-top-10-banking-trends-for-2024--the-age-of-ai/?sh=d458dc64510b>

line. The key to avoiding these incidents or blunting their impact is fast, actionable information about the performance of your network and applications, and visibility into the services that those applications rely on.

IT needs end-through-end packet-level visibility into all the inter-related applications, networks, services, and servers that make up the highly distributed, often multi-cloud, complex environments.

Our Approach

NETSCOUT's nGenius® Enterprise Performance Management solution provides IT Managers real-time performance visibility into the digital experience of both the distributed workforce and the ever-expanding customer community to maintain business continuity, ensure application performance, and protect investor interactions. This solution provides uninterrupted, comprehensive observability via NETSCOUT's patented Adaptive Service Intelligence® (ASI) 'smart data' for integrated, analytics from the nGeniusONE® solution.

This innovative performance monitoring solution extends service triage capabilities to cloud, SaaS/UCaaS, remote offices, and business edges, delivering proactive network, application, and user experience management in financial enterprises. Understanding and monitoring of the specialized protocols used in trading scenarios is also offered. NETSCOUT® appliances deliver packet-based performance monitoring and can incorporate synthetic testing for early warning of emerging issues, single pane of glass views, dashboards, and logical workflows in nGeniusONE.

Enhanced visibility and real-time analysis capabilities help IT organizations of leading financial institutions reduce mean time to knowledge (MTTK), which results in meaningful improvements in mean time to resolve (MTTR) issues. These issues

impact revenue, customers, reputation, and employee productivity. NETSCOUT solutions also enable proactive service triage to keep even the most complex businesses, including the last mile of the banking applications ecosystem, running smoothly.

nGenius Enterprise Performance Management ensures the reliable and uninterrupted delivery of critical services, such as performance on trading applications, credit card transactions, electronic transfers, and trade execution tracking for regulatory compliance, ensuring that no delays that affect investors arise. The cost of these issues is unacceptably high in both the loss of company revenue and reputation.

The benefit of this approach is getting the right information to the right people at the right time, enabling faster MTTR for any issues that may arise anywhere in the complex mix of systems, data centers, cloud-hosted applications, trading platforms, investment analysis applications, and asset tracking systems across all segments of the information ecosystem.

By minimizing noise and maximizing essential information, IT organizations have greater effectiveness in troubleshooting complex customer-impacting issues using NETSCOUT solutions.

Our Solutions

The nGenius Enterprise Performance Management solution delivers the flexibility to support both digital trading platforms and the general business services, such as CRM, email, and UC&C, throughout distributed networks, including private and public or even hybrid cloud. The solution provides unrivaled visibility into IP-based services along with contextual workflows to speed problem resolution that is both easy for Level 1 responders to use and powerful for an expert to operate. Powered by ASI, nGeniusONE delivers real-time performance metrics including Key Performance Indicators (KPIs) from analysis of traffic utilization, application and database activity, and network errors.

NETSCOUT's vSTREAM® virtual appliance, together with InfiniStreamNG® software and hardware appliances, provides complete visibility across physical, virtual, and cloud networks, presenting real-time views of end-to-end call trace data and network-wide KPIs, to protect the reliability and availability of networks and application services.

nGenius Enterprise Performance Management solutions can incorporate real-time packet monitoring with synthetic testing that can run automatically to test user experience quality and the availability and performance of applications at any time. By running business service tests even when no one is on the system, IT gets an early alert to potential problems and the opportunity to respond even before employees and investors are affected. Advanced synthetic testing and ASI smart data extend the triage and troubleshooting workflows and analytics in nGeniusONE.

Rather than look at individual elements in isolation, the nGeniusONE solution provides an overarching view into performance characteristics of the

network and applications across the entire infrastructure. This exposes underlying service dependencies between solutions for CRM, operations, and trading, as well as generic business solutions for finance, project management and UC&C. Monitoring and analysis for individual application servers, their databases, and the necessary service enablers is provided in real time as well. A single solution providing network and application performance visibility for the entire service, including all the components and relationships, allows IT to effectively manage health and availability of critical services and quickly identify the root cause of problems.

Our Value for Institutions serving Capital Investors

With NETSCOUT, financial institutions can:

- Maintain high levels of performance and availability by helping to assure critical services in investor identification and authentication.
- Ensure efficient operation of business-critical applications that affect customer services, as well as generic business solutions, both in distributed remote offices and in local data centers that make up today's complex infrastructures.
- Dramatically reduce MTTR with proactive monitoring and analytics for issues impacting one or many locations, including headquarters, remote offices, or call centers.
- Optimize customer experience by limiting the impact of service issues affecting individual investors.
- Leverage expansive visibility and analysis capabilities in the IT organization to reduce MTTK, resulting in meaningful improvements when addressing issues impacting revenue, investment transactions, reputation, and employee productivity.



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