



Cloud Use In Financial Services

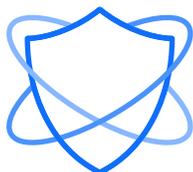
Financial services firms are increasingly adopting cloud to enable growth, transform the customer experience, simplify regulatory compliance, and extend on-premises resource capacity on demand. IA members are global leaders in the drive to develop lower cost, more secure, scalable, and innovative cloud services. Financial services firms that implement cloud are able to boost computing power to meet spikes in demand while keeping client data safe. The cloud also allows banks to forge stronger client relationships through enhanced data analytics.

Benefits Of Using The Cloud

Commercial cloud allows financial services firms to enable innovation in a secure manner, facilitate compliance through built-in tooling, improve efficiency, and enable innovation. The cloud allows for robust quantitative research, risk simulations, and friction-less regulatory reporting. Firms also can gain business insights through the artificial intelligence and machine learning capabilities made possible through the cloud.

What Is Cloud Computing?

Cloud computing is the on-demand delivery of services, such as storage, applications, and software tools, over the internet with pay-as-you-go pricing.



Resiliency: Commercial cloud services enables financial services firms to design applications to be more operationally resilient than they would be in traditional data centers. The cloud allows firms of all sizes to leverage a suite of best-in-class tools for backup, continuity of operations, and redundancy.



Scalability: Commercial clouds offer the flexibility to adapt to each project and reallocate resources depending on the amount of computing power that is needed. This ensures that a financial institution can provide high availability and reliable services for its customers.



Security: Commercial cloud providers offer cutting-edge “defense in depth” protections to keep data safe from a wide array of threats than ever before. They are unparalleled in security expertise, insight, and orientation, and constantly update security capabilities to stay ahead of tomorrow’s attacks while providing best-in-class tools for compliance with regulatory regimes.

About Internet Association

Internet Association represents over 40 of the world’s leading internet companies. IA’s mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org