

Navigating Digital Pressure in Financial Services for 2021

Financial institutions need real-time digital operations to innovate faster and win in digital

Legacy architecture and compliance regulations have made it difficult for financial organizations to embrace digital transformation. In an increasingly consumer-centric world with competitors looking to disrupt the industry, traditional financial services institutions need to adapt and embrace new operating models to keep up and compete in digital.

Optimizing [incident management](#) and mastering real-time work has emerged as a requirement to keep services online and minimize downtime.

To understand the unprecedented dependence on digital services last year, PagerDuty surveyed ITOps and DevOps professionals about the challenges they face on the front line.* The key findings from this research are as follows:

Digital Dependency in Financial Services Hitting New Heights

Physical, in-person banking was already on the decline before the pandemic. For example, US Bank, Wells Fargo, and PNC Bank have [announced](#) bank closures collectively in the hundreds to take place in 2021.

Consumers are demanding services in a digital-first, mobile-friendly way. They want seamless, secure and reliable services when they're making instant transfers, payments, trades, and investments.

Financial services institution employees surveyed reported that:

- 59% of financial services firms face "unprecedented levels of pressure" to keep digital services running perfectly
- 47% say the pressure to keep digital services running perfectly will grow in the next 6-12 months
- 81% believe digital acceleration must be their company's number one priority in 2021

Digital Transformation Falls by the Wayside

As customers are increasingly dependent on digital banking, payments, and lending platforms, addressing digital incidents in real time is critical.

Unfortunately, for many financial services firms, traditional incident management processes leave technical teams stuck in reactive mode, losing hours to "firefighting." There is a direct trade-off between unplanned work and driving the business forward—and it shows:

- Financial services institutions have had an average of eight projects delayed or cancelled
- 61% are working an additional 10+ hours per week

Financial services firms are not alone—IT and application infrastructures across industries have simply outgrown and become too complex for traditional operating models.




Digital Transformation in Financial Services

Traditional Operating Models Can't Keep Up with the Cloud


As more financial services institutions move to the cloud and spin up hundreds of microservices, traditional operating models can't keep pace.

- 74% of DevOps and ITops teams struggle with a daily increase in alert noise
- 63% say finding the root cause of issues is harder due to increased complexity

 [Optimizing Modern Incident Management in Financial Services](#)

Decentralizing teams into lines of business, each with their own toolchains and workflows, can make it difficult to maintain visibility and collaboration for troubleshooting when incidents arise.

Adopting a full-service ownership model can help teams better adapt to cloud and hybrid environments.

 [See this Full-Service Ownership Ops Guide to learn more](#)

Automation is Critical to Relieving Pressure

To remove toil from manual tasks, financial services institutions should embrace the next generation of AIOps platforms that deliver rapid ROI.

Automation can ease alert fatigue by reducing false positives and pointing teams towards the incidents that really matter.

- 84% said automated on-call and incident management does or will reduce the number of people required to resolve business and customer-impacting incidents
- 64% said removing basic manual processes is critical to their ability to do their job
- 51% said intelligent data and insights make it easier to prioritize where to spend time

 [The CIO's Pocket Guide to AIOps](#)

"Before PagerDuty, we sometimes had 50-200 alerts coming in at once. With Event Intelligence, that number is now down to 5-10. The ability to reduce the noise and clear out alerts within the platform really frees up a lot of time for people on our SRE team to focus on higher-impact tasks.

Luke Rotta

Manager, SRE and Software Infrastructure at CTC

Why PagerDuty?

Financial services institutions must figure out how to not only thrive in digital, but win. A key priority will be to accelerate innovation while supporting both modern and legacy systems.

The platform can be set up in minutes, it's intuitive to use, works at cloud scale, and delivers immediate value. Teams who use PagerDuty spend less time dealing with frustrating tasks and more time focused on building better digital experiences.

In a recent study with IDC**, PagerDuty customers gained a \$3.48 million annual average benefit due to revenue protection from reduced downtime, increased productivity, and risk mitigation. The result is a three-year, 795% ROI with a payback period of 2.1 months.

Learn more at www.pagerduty.com/industries/financial-services or [get in touch to request a demo](#).

PagerDuty is trusted by leading innovators in financial services, including 37% of Fortune 500 retailers and companies like:



* PagerDuty commissioned Coleman Parkes to conduct an independent survey of 600 developers and IT operations professionals around the globe, at organizations with more than 1,000 employees. 111 of these respondents reported working in the financial services industry. <https://www.pagerduty.com/digital-pressure/>

** IDC Business Value White Paper, sponsored by Pager Duty, PagerDuty Helps Organizations Optimize Their Digital Operations Management, doc ##US47011820, January 2021