



**PERVASIVE DATACENTER ARCHITECTURE (PDX™)
SOLUTION BRIEF**

**OPTIMIZING FINANCIAL SERVICES
DATA EXCHANGE**

Data-driven digital transformation





Optimizing Financial Services Data Exchange

Over our 15+ year history, we have assembled the largest global platform of multi-tenant datacenter capacity¹, while operating the second largest carrier neutral interconnection platform in the world.²

We are privileged to serve more than 4000 customers across 23 industries, representing some of the largest and most innovative companies globally.³

These customers continue to solve the most complex infrastructure, connectivity and workflow use cases across technologies like network peering, hyperscale, low-latency, HPC/Big Data and artificial intelligence. We witnessed a growing trend among the multi-national customers, each deploying and connecting large private data infrastructure footprints across multiple global sites. This drove us to understand more.

We conducted research, built a global database and cracked the code on how to measure, quantify and forecast the growing intensity of the enterprise data creation lifecycle and its gravitational impact on IT infrastructure. We published our findings as the Data Gravity Index™, an annual report to facilitate industry dialogue and assist both our Enterprise and Service Provider customers as they shift their infrastructure strategies to address challenges presented by data gravity.⁴

Today, we are taking the next step, by publishing our “Pervasive Datacenter Architecture (PDx™) Solution Brief – Optimizing Financial Services Data Exchange” – a solution strategy for Financial Services companies to address both industry specific business challenges and overcome data gravity barriers. This includes strategy & solution models for banking, securities & trading, wealth management and insurance lines of business.

The solution brief provides financial services business and technology leaders a codified strategy and solution approach to implement data driven digital transformation, obtain competitive advantage and unlock new growth opportunities.

1. 451 Research, Market Forecast, Leased Datacenter Global Providers, 2020. Capacity measured in terms of operational square footage.

2. Synergy Research Group; Second largest carrier neutral interconnection global

3. Digital Realty Trust, Inc. Form 10-K 2020, filed March 1, 2021

4. Digital Realty Market Intelligence & Analytics, *The Data Gravity Index DGx™*, Vol. 1.5, Dec. 2020

#optimizingfinancialservicesdataexchange #datagravity #platformdigital #aibasedbanking #aibasedinsurance #aibasedtrading #centersofdata

About Digital Realty

Digital Realty supports the world's leading enterprises and service providers by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers a trusted foundation and proven Pervasive Datacenter Architecture (PDx™) solution methodology for scaling digital business and efficiently managing data gravity challenges. Digital Realty's global data center footprint gives customers access to the connected communities that matter to them with 290+ facilities in 47 metros across 24 countries on 6 continents. To learn more about Digital Realty, please visit digitalrealty.com or follow us on [LinkedIn](#) and [Twitter](#).



Digital Realty Trust, Inc. owns or licenses all copyright rights in all content, including, without limitation, all text, images, videos, and graphics in this document, to the full extent provided under the copyright laws of the United States and other countries. You are prohibited from copying, reproducing, modifying, distributing, displaying, performing, or transmitting any of the content in this document for any purposes

Strategy Model – Optimizing Financial Services Data Exchange



INDUSTRY CHALLENGES



Growth & Competition

- Margin pressures continue
- Implementing Data Monetization
- Competing with Fin-Tech firms



Complexity & Cyber Risk

- Changing customer preferences
- Advanced persistent threats
- Growing fraud losses



Regulations & Compliance

- Regulatory deluge continues
- Shift to data centric regulations
- Unrelenting cyber threats



Mergers & Acquisitions

- Achieving scale by consolidation
- Diversification in adjacent LOBs
- Acquisition of Fin-Tech disruptors

LINE OF BUSINESS

Retail & Commercial Banking

Securities, Trading & Investment Banking (IB)

Wealth & Asset Management

Insurance & Re-Insurance

PRIMARY PURPOSE

Credit

Liquidity

Advice

Protection

DATA-DRIVEN BUSINESS STRATEGIES

- Enriched banking experience
- Protecting customer privacy
- AI-based credit & fraud risk

- Finding Alpha through AI
- ESG investing & alternative data
- AI-based investing & banking

- Enriched advisory experience
- Alternative data sources & insights
- AI-based monitoring & reporting

- Enriched insurance experience
- Alternative products & data sets
- AI-based risk mgmt. & underwriting

DATA INFRASTRUCTURE BARRIERS

- Omni-channel data creation/usage
- Proper data ingress/egress controls
- Being AI/machine learning ready
- Global banking data gravity

- Alternative execution venues
- Proper data ingress/egress controls
- Being AI/machine learning ready
- Global trading data gravity

- Omni-channel data creation/usage
- Proper data ingress/egress controls
- Being AI/machine learning ready
- Global wealth mgmt. data gravity

- Omni-channel data creation/usage
- Proper data ingress/egress controls
- Being AI/machine learning ready
- Global insurance data gravity

HOW OPTIMIZING DATA EXCHANGE STRATEGY HELPS

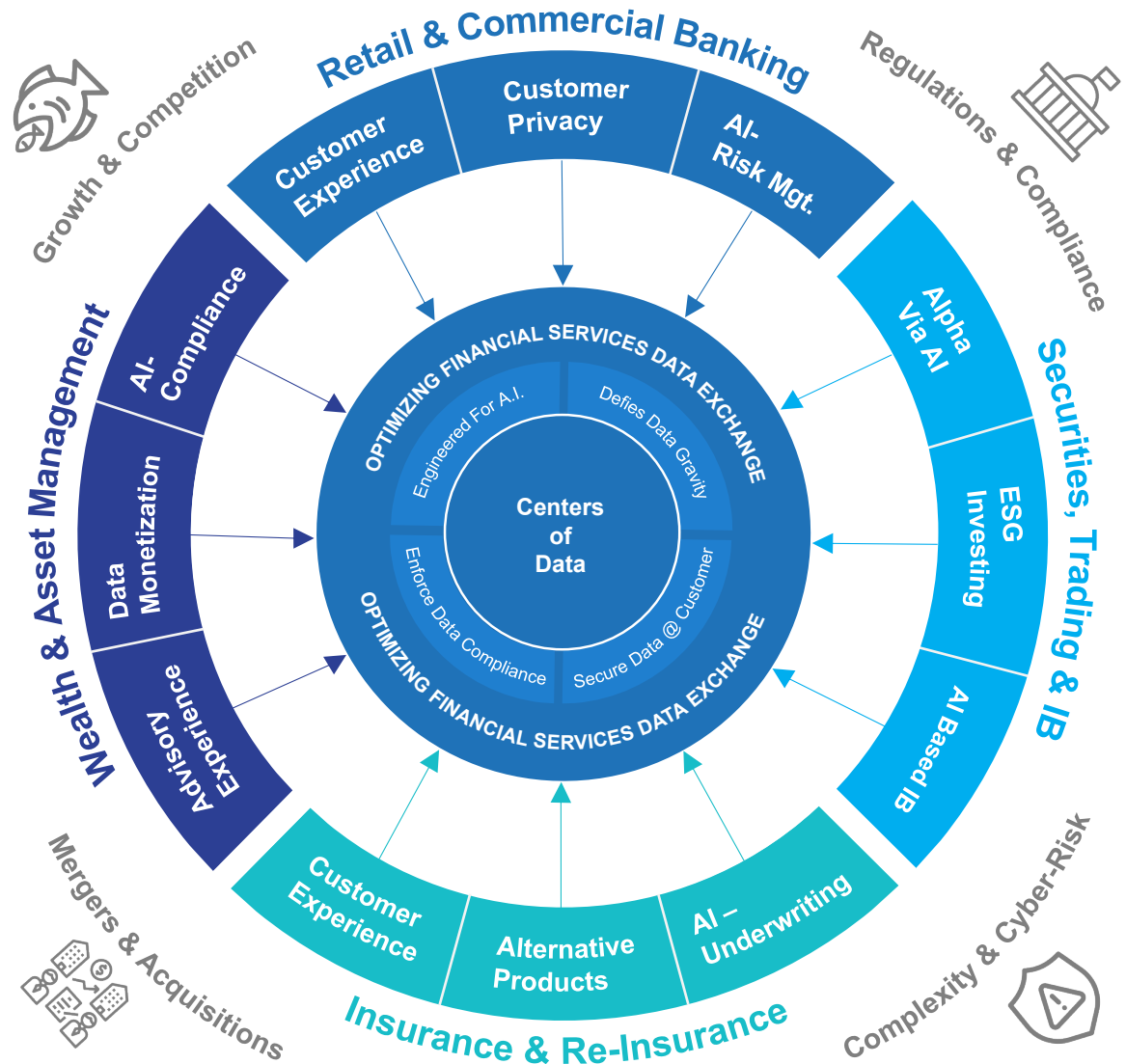
- Differentiate banking experience
- Secure data near the customer
- Localize AI-augmented risk & fraud
- Enforces local data compliance

- Differentiate trading strategies
- Secure third party data integration
- Localize AI-based IB interactions
- Enforces local data compliance

- Differentiate advisory experience
- Secure third party data integration
- Localize AI-based insights & support
- Enforces local data compliance

- Differentiate insurance experience
- Secure third party data integration
- Localize AI-based products & svcs
- Enforces local data compliance

Solution Model – Optimizing Financial Services Data Exchange



PDx™ Solution Model For Optimizing Financial Services Data Exchange

The digital economy is remaking financial services organizations, transforming how they create and deliver value.

To succeed, financial services firms require a business platform that operates ubiquitously, and on-demand, augmented by real-time intelligence to best serve customers, partners and employees via digitally-enabled interactions across all channels, business functions and points of business presence.

To enable this business platform requires a data-centric infrastructure architecture designed to:

- Defy data gravity;
- Secure data near the customer;
- Enforce data compliance; and is
- Engineered for artificial intelligence (AI)

When implemented on PlatformDIGITAL®, financial services companies can realize their target state architecture, optimize data exchange and achieve unique value including:

- **REDUCE RISK** – with secure data exchange
- **LOWER COSTS** – reduction of bandwidth and duplicated infrastructure
- **GROW REVENUE** – through unbounded data analytic performance



Call to Action

Access the complete solution toolkit

Developed by expert Solutions Architects, the **Optimizing Financial Services Data Exchange Solution Toolkit** includes:



DESIGN GUIDE

Covers critical steps and important considerations to solve data infrastructure barriers



BLUEPRINT

Provides a data-driven architectural roadmap for successful IT deployments

ONLINE ACCESS:

**OPTIMIZING FINANCIAL SERVICES
DATA EXCHANGE SOLUTION TOOLKIT**

digitalrealty.com/fin-serv



Appendix



Global Data Gravity Intensity Forecast: Banking & Financial Services

GLOBAL
DATA
GRAVITY
INTENSITY

Banking and
Financial
Services

146%
CAGR
THROUGH 2024

Learn More
datagravityindex.com

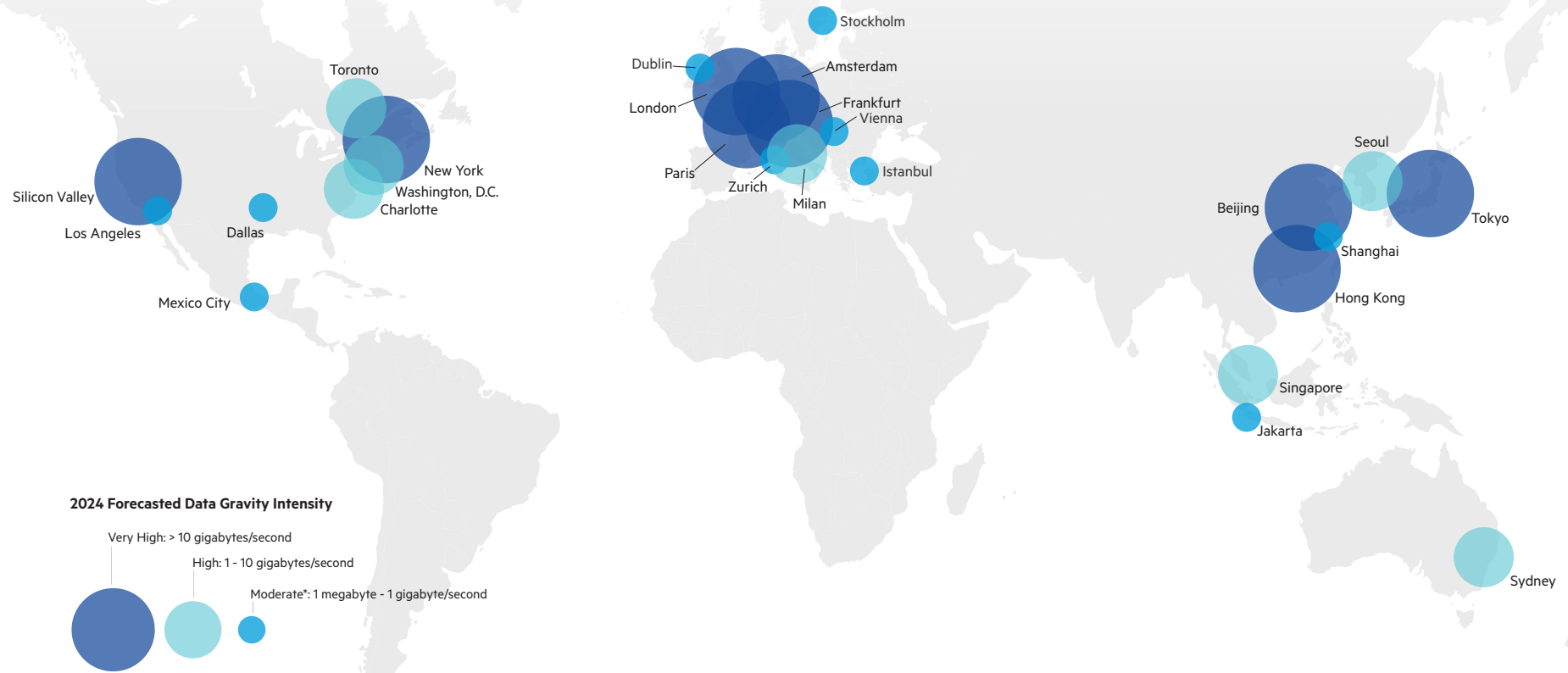


Fig. 3. Data Gravity Index™, Dec. 2020



Global Data Gravity Intensity Forecast: Insurance

GLOBAL
DATA
GRAVITY
INTENSITY

Insurance

143%
CAGR
THROUGH 2024

Learn More

datagravityindex.com

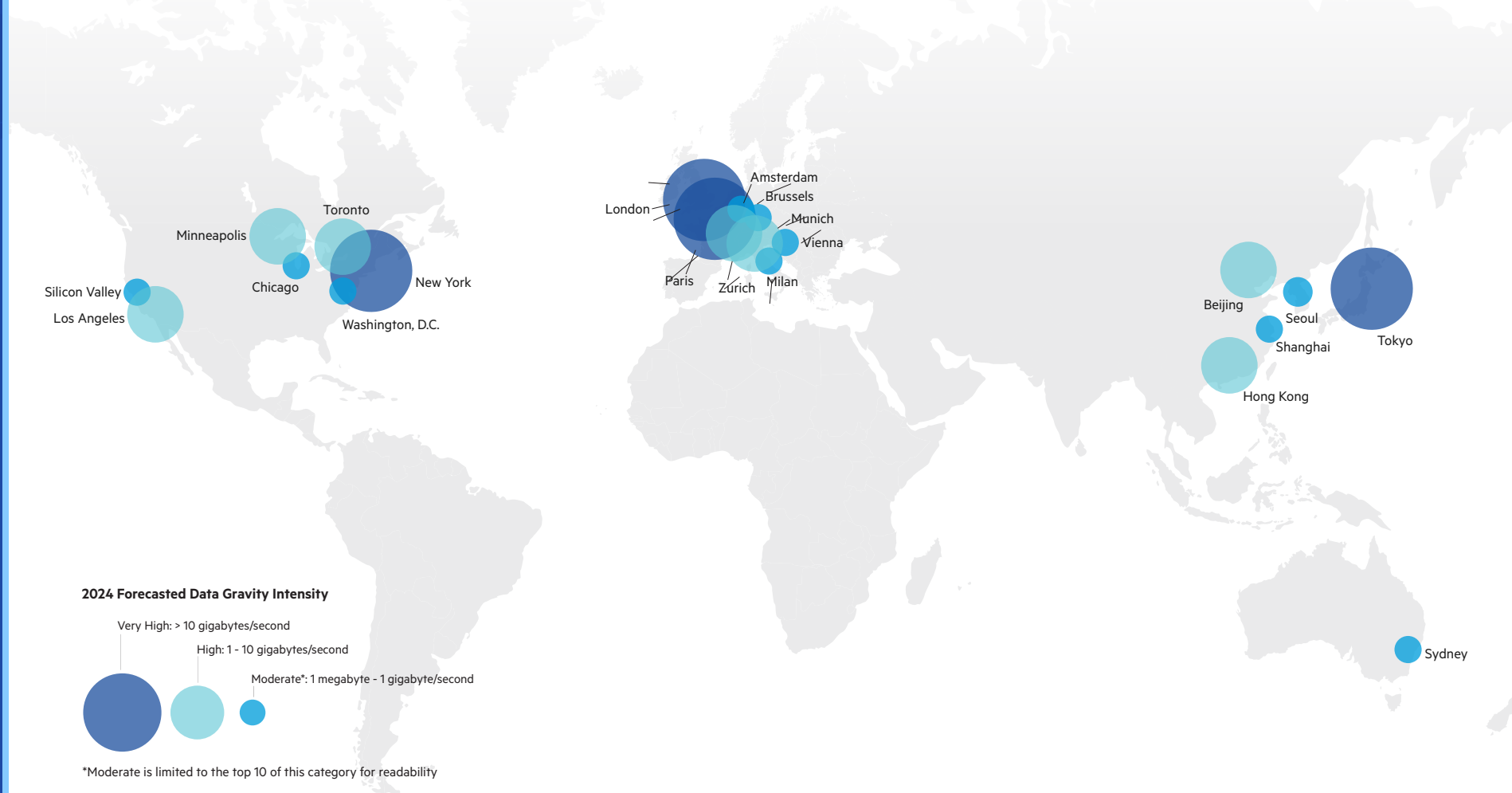


Fig. 4. *Data Gravity Index™*, Dec. 2020



About Digital Realty

Digital Realty supports the world's leading enterprises and service providers by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers a trusted foundation and proven Pervasive Datacenter Architecture (PDX™) solution methodology for scaling digital business and efficiently managing data gravity challenges. Digital Realty's global data center footprint gives customers access to the connected communities that matter to them with 290+ facilities in 47 metros across 24 countries on 6 continents. To learn more about Digital Realty, please visit digitalrealty.com or follow us on [LinkedIn](#) and [Twitter](#).

Digital Realty Trust, Inc. owns or licenses all copyright rights in all content, including, without limitation, all text, images, videos, and graphics in this document, to the full extent provided under the copyright laws of the United States and other countries. This copyright prohibits any act of copying, reproducing, modifying, distributing, displaying, performing or transmitting any of the content in this document for any purpose.

DISCLAIMER

The content herein and services by Digital Realty are provided to you on an "As Is" and "As Available" basis, except as set forth in a definitive agreement between you and Digital Realty. Except as expressly provided, to the full extent permissible by law, Digital Realty disclaims all representations and warranties of any kind, express or implied, including, without limitation, any implied warranties of merchantability and fitness for a particular purpose. To the full extent permissible by law, Digital Realty will not be liable for any damages of any kind, including, any loss of profits, loss of use, business interruption, or indirect, special, incidental, consequential, or punitive damages of any kind in connection with services, content, products or any other information provided or otherwise made available to you by Digital Realty.

©2021 Digital Realty Trust®, Inc

