



# Serving the Financial Industry



Financial services (banking, insurance, brokerages, investment management) is a technologically sophisticated industry with demanding requirements for data privacy and regulatory compliance. Financial institutions must have highly reliable systems in place to ensure their transactions continually flow and end-to-end security, as any breach would cause a significant loss in customer trust.

Like any forward-looking industry, the financial services vertical requires collaborative tools to ensure productivity and connectivity remain high. Tools like multi-party video conferencing, document sharing and collaboration, and mobile integration have become must-haves, implemented with security and regulatory compliance in mind.

Ribbon has a varied portfolio of solutions to meet the demanding needs of this industry. Ribbon Session Border Controllers (SBCs) and Unified Communication solutions are found in many of the world's biggest banks including a San Francisco-based retail banking operation, a New York-based global finance operation, and a London-based investment bank. These customers trust Ribbon to secure their networks and provide collaborative solutions to help them run more effectively.

## Ribbon Solutions Targeting Financial Services

### SBC Portfolio

Ribbon SBCs, certified for Direct Routing for Microsoft Teams, are flexible enough to support large, global enterprises with stringent security requirements. They have a versatile applications solution module, providing connection to the Microsoft Phone System, Active Directory integration, and branch survivability. In addition to hardware-centric solutions such as the SBC 1000, 2000, and 5000, Ribbon's virtual SBC, [SWe Lite](#), (available either cloud-based from the Azure Marketplace or running as a VNF on a corporate server) is a cost-efficient and powerful solution for securing real-time communications (RTC).

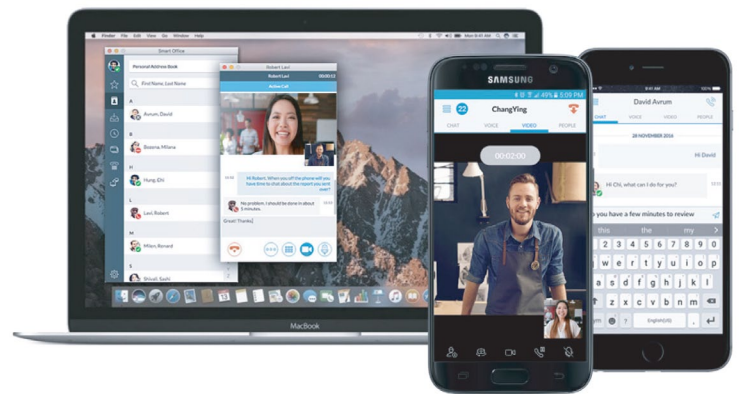
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Ribbon SBCs are your line of defense against telephony related attacks such as Denial of Service and toll fraud. Key capabilities include:

- Topology hiding (Back-to-back user agent)
- DoS and DDoS policers
- TLS/SRTP Encryption
- Malformed packet protection

### Kandy

[Kandy](#) delivers carrier-class cloud PBX and Unified Communications with all the features that demanding financial institutions expect. Services such as instant messaging, mobile apps, document collaboration, and video conferencing are all part of the Kandy solution set.

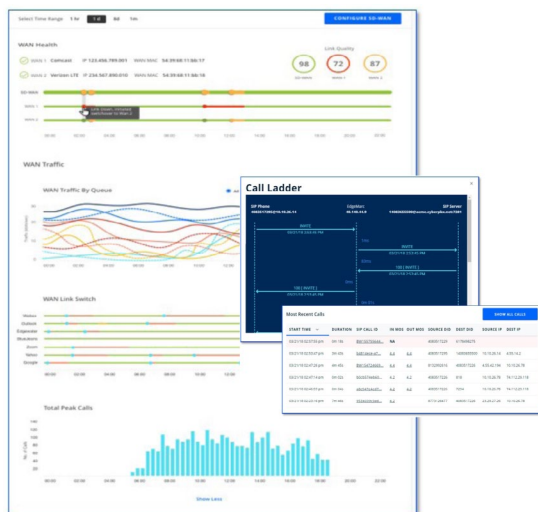


The benefits of Kandy are many – they include:

- Kandy removes capital expenditures and long-term operating costs for hardware, maintenance and installation.
- Kandy Business doesn't require organizations to have dedicated IT staff to keep their phone system up and running.
- The Kandy pay-as-you-go pricing model lets organizations pay for what they use and add more services when needed.
- Kandy can integrate with an organization's existing phone system, helping protect their existing investments while layering on new services and features.

## Edge Solutions

Ribbon's combined solution of [EdgeMarc Intelligent Edge](#) devices and the [EdgeView Service Control Center](#) enable financial institutions to secure their branch locations and manage them on an ongoing basis. EdgeMarc devices deployed at each location provide Quality of Service management, SIP security, and business continuity, as well as detailed performance data on every SIP session. EdgeView takes this data and aggregates it across the entire network, giving you a single pane of glass view on how your remote locations are performing.



EdgeView provides tools to monitor and manage your voice network in real time

## Ribbon Analytics

The [Ribbon Analytics](#) platform empowers you to effectively monitor and respond to cyberattacks, fraud, and network operational issues. It's a virtualized solution that quickly and easily integrates with your existing RTC network investments. [Ribbon Protect](#), a component of the Ribbon Analytics platform, receives information from various network elements – such as Ribbon SBCs and other 3rd party communication network devices - which is parsed and analyzed for various RTC security breaches and service quality issues.

The Ribbon Analytics portfolio allows you to view end-to-end call flows, diagnose service quality issues, as well as make automated security enforcement decisions based on quantitative RTC network information. Using Ribbon Protect, these decisions can then be pushed to any "enforcer" anywhere in the network.

## Ribbon Can Help

Ribbon has helped many of the world's largest banks secure and monitor their networks. In addition, one of the world's largest banking organizations relies on Kandy, Ribbon's Unified Communication platform, for its voice infrastructure. To find out how Ribbon can help, visit us at [rbbn.com](http://rbbn.com) or contact us at +1-833-742-2661.

Contact Us

Contact us to learn more about Ribbon solutions.