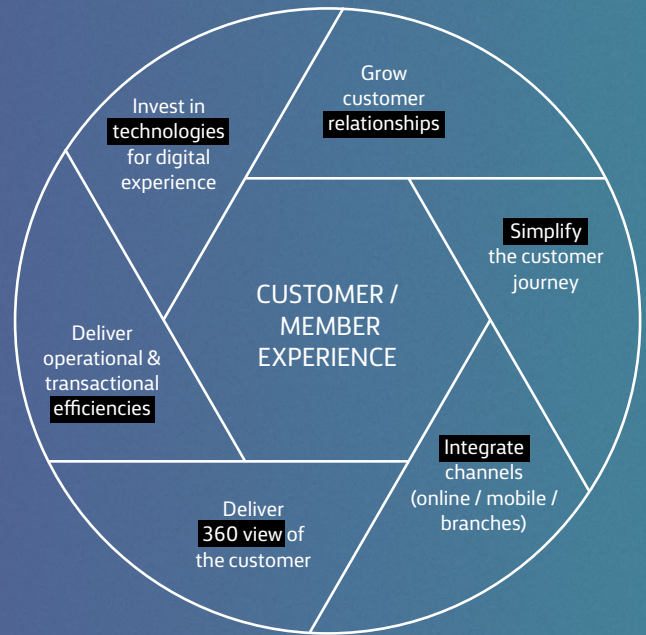




The Windstream Enterprise Advantage for Banking

Creating trusted banking experiences with secure, cloud-optimized network and communications—so you can focus on your customers.

Customer centricity is a primary market driver for the banking evolution. Customers require a **trusted experience** and an easy and convenient way to interact. To provide this experience, banks and credit unions are utilizing technology as a means to differentiate for **sustainable growth**.



Banking must adapt in order to grow. With a rapidly evolving ecosystem involving emerging technology, disruptive competitors and changing customer demographics, banking organizations must modernize the customer and member experience to remain relevant or face the consequences of falling behind.

Technology is largely behind this transformation. Cloud-based services deliver access to new capabilities so banking institutions large and small can become more innovative, agile and competitive. Windstream Enterprise specializes in network and communication solutions to meet market demands and provide a frictionless, omni-channel experience that's secure and scalable.

81%

of banking CEOs are concerned about the speed of technological change, more than any other industry sector¹

The banking evolution

Why are banks changing? It's more than a shift to digital technology. It's about innovating the customer experience, leveraging the power of data and rebuilding institutional structures. During this shift, there are many important considerations such as:

How prepared are you to deliver the “bank of the future” that will grow your customer relationships and enable you to compete with rising fintechs and neobanks?

What new omni-channel technologies or applications are you deploying to meet evolving customer expectations and meet them on their own terms, regardless of when, where and how they wish to interact?

With greater interconnectedness of systems and data, comes greater temptation for criminals to find and exploit vulnerabilities. How is security built into your infrastructure to protect against increasing cybercrime?

Navigating these challenges to achieve your organization's goals is critical to delivering a trusted banking experience that helps customers and members reach their financial goals, and ultimately generate loyalty.

Banks are increasing innovation investments by

84%

in customer service,

82%

in channels²

Partner with a best-in-class provider

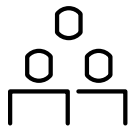
Meeting your customers' and members' digital demands through innovative applications and creative outlets puts new stresses on your IT organization and opens new vulnerabilities. Unfortunately, there is no single cookie-cutter solution to address your organization's unique take on digital evolution. Our trusted advisors understand that one size does not fit all, and the technology needs of banking organizations—from regional banks to community banks and credit unions—call for customized solutions, guaranteed service availability and, above all, experience listening to and providing solutions for your peers.

Banking solutions for your organization can span front- to back-office operations such as providing a unified communications experience across channels to engage customers, as well as empowering employee productivity and enabling operational efficiency. These capabilities have uptime and security baked into the core to protect your customers, employees, brand and assets.

We partner with you to create solutions that flex and scale with your banking needs. Our Professional Services team can evaluate your network to help optimize and secure your infrastructure for the future and perform migration and configuration services to free-up your IT resources to keep it easy for you. Backed by end-to-end SLAs up to 99.999% and with experience serving over 2,000 financial services institutions, WE are ready to listen and help address your unique challenges.

The Windstream Enterprise Advantage for Banking

On your journey to transform your banking organization's customer experience, responsive applications are a key tool to modernize and automate overall engagement with your customers. Our solutions enable you to gain greater insight into your customers' needs and behaviors to provide a frictionless, personalized and immersive journey.



Elevate the customer and member experience

Contact Center as a Service (CCaaS) engages your customers how and where they want to interact with their banking organizations, enabling mobile banking, instant messaging (chat), video banking and digital branches. Our cloud-based platform enhances multi-channel customer interactions and empowers banking agents by giving them the tools to meet customer expectations. Integrated with Unified Communications as a Service (UCaaS), it helps simplify the customer experience by delivering a single consistent interface and increase employee productivity by integrating multiple applications across devices and media types to simplify the user experience.

UCaaS

OfficeSuite UC®

CCaaS

Secure WiFi & Analytics

Voice Services



Enable cloud migration and network optimization

Enable your banking evolution with a network designed to provide the performance, reliability, agility and control required to deliver your omni-channel application experience. Enable superior business performance and innovative customer-facing applications and technology, including unprecedented visibility and control of application performance, connecting to cloud-based services on private networks, improving network efficiency, and boosting access to cost-effective bandwidth. Additionally, take advantage of Professional Services to audit your existing network and identify gaps to develop the right solution for your unique business goals.

SD-WAN

Hybrid Networking

Wavelength Services

Cloud Connect

Ethernet (VLS, E-LAN)

Professional Services



Enhance security and compliance

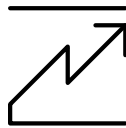
Transform how you protect your banking organization through proactive threat management and risk mitigation. With increasing adoption of emerging technologies, integration of the banking ecosystem and continued reliance on legacy infrastructure designed for a different age, security should be a core consideration in everything banks and credit unions do to evolve. This includes protecting your customers, employees, data, network and IT resources from the threat of attack, intrusion or theft, as well as your reputation and brand from scrutiny and damage that can accompany these impacts. This also includes the mandate to comply with regulations such as GLBA and PCI along with the FFIEC's DDoS statement. Our Professional Services team can help you audit and identify threats and vulnerabilities to your network before they turn into costly, brand-damaging data breaches.

Managed Network Security

DDoS Mitigation Service

Secure WiFi & Analytics

Professional Services



Empower employee productivity

Differentiate your competitive position by improving real-time collaboration and teamwork and boosting organizational efficiency. Increasing real-time collaboration helps your banking organization break down siloed processes and connect employees to share institutional knowledge to enable bimodal roles. Results are far reaching—from translating customer insights into new value-add services and revenue streams, to improving both employee satisfaction and customer loyalty.

OfficeSuite UC®

UCaaS

SD-WAN

Wavelength Services

Why Windstream Enterprise?

Transformative times require transformative partnerships. To navigate the massive shift in emerging and network technology in these transformative times, your banking organization needs a dependable partner. A partner that's with you every step of the way—to design, build, deliver and manage a solution that's right for you. Why is Windstream Enterprise the right partner for you?

We offer:

Banking solutions that enable personalized and mobile customer experiences across channels

Deep industry experience with Professional Services for banking

360° approach to deliver a superior customer experience

An ever expanding, highly-secure, world-class network with over 150,000 fiber route miles

A dedicated team committed to your success with local presence in over 200 offices nationwide

A Fortune 500 company and trusted advisor to over 2,000 banks and credit unions

1 "Redefining business success in a changing world" PwC, 2016: <https://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

2 Efma & Infosys Finacle - Innovation in Retail Banking, 2016.

About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to guide them through complex IT choices, tailoring solutions to increase their agility as they evolve to meet business challenges.

To learn more about the Windstream Enterprise Advantage for Banking, visit windstreamenterprise.com

WINDSTREAM
ENTERPRISE

CONNECT. TRANSFORM. ELEVATE.