



Enabling the digital transformation in FinTech

Fast changing consumer trends, technology and regulatory frameworks mean that financial institutions are constantly under pressure to change with the times. There's also a need for these institutions to offer anytime anywhere commerce, marketing, and social interactions leveraging new channels like mobile to enhance customer engagement and experience.

Sify today enables over 60% of financial transactions in India - by virtue of its Hosting services, Network services, Cloud services and Application services to various financial institutions (including India's largest banking entity). This, coupled with its core strength in Network and IT transformations, ensures Sify is strategically positioned to deliver end-to-end integrated ICT solutions that are directly aligned to the digital transformation journeys of financial institutions.

Digital Trends in Banking & Finance

- Digital Innovation driving the differential user experience - Digital Wallet and Payment Interfaces
- Convergence of Digital World
- Migration from Archaic to Agile Architectures
- Creating Stateless Omni-channels
- Borderless Banking / Branchless Banking
- Real Time Analytics

Sify's Digital Solutions for FinTech

Sify's ICT service proposition is built to deliver Transparency & Flexibility, Operational Efficiencies through Standardization & Automation and Technology Innovation, by leveraging its Right-Fit NextGeneration IT.



Sify
connects...

10,000+
Public sector
bank offices

5,000+
Co-operative
bank offices

4,500+
Private
bank offices

2,000+
Public sector
Insurance Co. offices



Sify Infrastructure Transformation

Solutions that bring the benefit of cutting edge data center technology to you

What it gives you

- Scalable Architecture-centric Approach for CBS platform and aligned digital IT footprint
- Infrastructure Choices - Public Cloud, Private Cloud, Hybrid Cloud or Hosting
- Standardization, efficiency, reduced complexity, streamlined processes and economies of scale
- Lean Digital Dev-OPS to enable automated deployments (Code/Infra), continuous releases, service and patch management
- Highest level security & resiliency for sensitive financial & customer data
- Sify-owned state-of-the-art Data Centers in multiple locations
- Disaster-proof and industry-leading uptime standards for 24x7 BAU



Digital Branches

Transforming customer experiences across locations

What it gives you

- SMACnet Advantage - Social, Mobile, Analytics and Cloud enabled networks
- Inter connected Branch network for uninterrupted access
- Digital-kiosk counters providing enhanced customer experience
- Wireless networks that enable new age layouts
- Real time information, monitoring and control for reliability



Sify BFSI Enterprise Solutions

A host of application services to suit all your transformation needs

What it gives you

- Services that can enhance or work with your existing platforms
- A choice of world class ERP solutions for BFSI clients
- Technology transformation services par excellence
- Software enabled Cloud-based solutions
- Investment cuts in hardware
- Optimized your IT capex for better efficiency & profitability

Sify's client Portfolio



Sify is a leading integrated ICT player in India, helping customers realize value by leveraging its world class assets & services cutting across Data Center, Cloud & Managed Services; Network Provisioning, Integration and Management Services; Application Services; and Technology Integration Services.

The sweeping technology changes that are influencing the way enterprises consume IT, allow Sify to be in a unique position to be a partner of choice, by providing service consumption models that are aligned to the Third Platform.



Certified
CMMi L5 Company
with ISO 27001 &
ISO 9001
Certification

sify keeping you ahead

To know how Sify can help you digitally transform your financial services business, mail us today.

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