

# Accelerating BNP Paribas' Digital Transformation

## The Challenge

BNP Paribas, like many financial institutions, faces the complex challenge of maintaining digital service quality in a highly distributed and dynamic environment. With 89% of employees working in a hybrid model, the bank needs to ensure seamless digital experiences for both employees and customers, regardless of location or device. Additionally, BNP Paribas is committed to accelerating its mobilization on sustainable finance issues, which requires optimizing energy consumption from end user devices and cloud IT infrastructure.



## How Riverbed Can Help

Riverbed's unified observability platform provides the foundation for a successful digital transformation, enabling BNP Paribas to:

- **Enhance customer and employee experiences:** Riverbed provides visibility into the digital experience of customers and employees, allowing BNP Paribas to identify and address any issues that may be impacting their experience.
- **Streamline operations and reduce costs:** Riverbed's automation and orchestration capabilities can help BNP Paribas streamline IT operations and reduce costs.
- **Accelerate application performance:** Riverbed's solutions optimize the performance of applications across any network, ensuring fast and seamless access for both employees and customers, regardless of location or device.
- **Accelerate innovation and drive growth:** Riverbed's cloud-native architecture can help BNP Paribas accelerate innovation and drive growth.
- **Strengthen security and compliance:** Riverbed's security solutions can help BNP Paribas strengthen security and compliance.
- **Contribute to a more sustainable future:** Riverbed's solutions can help BNP Paribas reduce its environmental impact and contribute to a more sustainable future.

## Proven Results

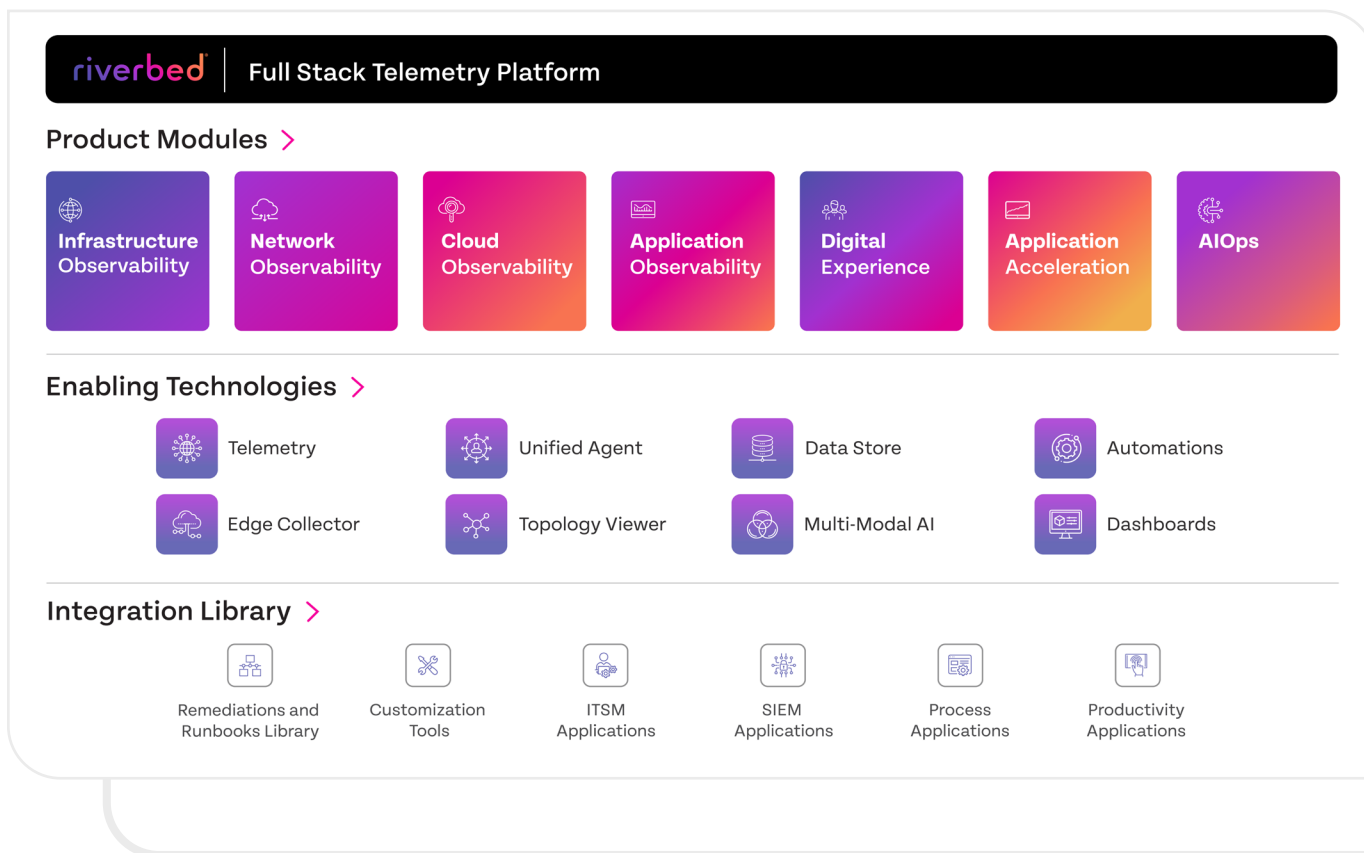
Riverbed has a proven track record of helping financial institutions achieve their digital transformation goals. For example, Riverbed helped Halkbank, a large Turkish bank, achieve no downtime

on its mobile platform despite a 2x increase in traffic. Additionally, a large global bank with over \$10 billion in revenue was able to leverage Riverbed to assist with adherence to compliance and security strategies.

## The Riverbed Platform

The Riverbed platform provides a comprehensive suite of solutions that can help BNP Paribas overcome its challenges and achieve its strategic goals. These solutions include:

- **End-to-end visibility:** Gain complete visibility into your IT environment, from applications to infrastructure to networks.
- **AI-powered insights:** Leverage artificial intelligence and machine learning to identify patterns, anomalies, and potential issues.
- **Automation and orchestration:** Automate routine tasks and orchestrate complex workflows for increased efficiency.
- **Cloud-native architecture:** Our solutions are designed for the cloud, providing scalability, flexibility, and agility.
- **Acceleration of any app over any network to users anywhere.**



**Figure 1:** The Riverbed Platform consists of observability and acceleration products, enabling technology that supports the platform, and an integration library of automations, remediations, and integrations.

## Conclusion

Riverbed is committed to helping BNP Paribas achieve its 2025 Strategic Plan. Our unified observability and optimization solutions can help the bank enhance customer and employee

experiences, streamline operations, accelerate innovation, strengthen security and compliance, and contribute to a more sustainable future.

We invite you to explore how Riverbed can empower your organization to achieve its strategic objectives. Contact us today to learn more, visit [riverbed.com](https://riverbed.com).



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### About Riverbed

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the *FORTUNE* 100 – we are empowering next-generation digital experiences. Learn more at [riverbed.com](https://riverbed.com).