



# Financial Services: Intelligent Traffic Management Solutions

## INTELLIGENT TRAFFIC MANAGER BENEFITS:

- Support large, distributed and remote financial services workforces
- Manage user traffic based on department, branch, brokerage, or location-based policies
- Boost productivity and improve financial transaction efficiency by automatically prioritizing business critical applications
- Deliver personalized services using advanced service and application controls
- Anticipate and mitigate constantly evolving security threats – anomalous and unauthorized activity, fraud detection and management, block unacceptable applications

Financial institutions are turning to intelligent traffic management as a key strategy to manage the explosive growth in global financial transactions, as well as new security threats and regulations

Financial services are undergoing drastic change. Aggressive competition from nimble Fintech start-ups, and new mobile applications, and online banking and brokerage systems are accelerating global transactions. At the same time, financial institutions are facing increased fraud and security breaches and growing demands from regulators.

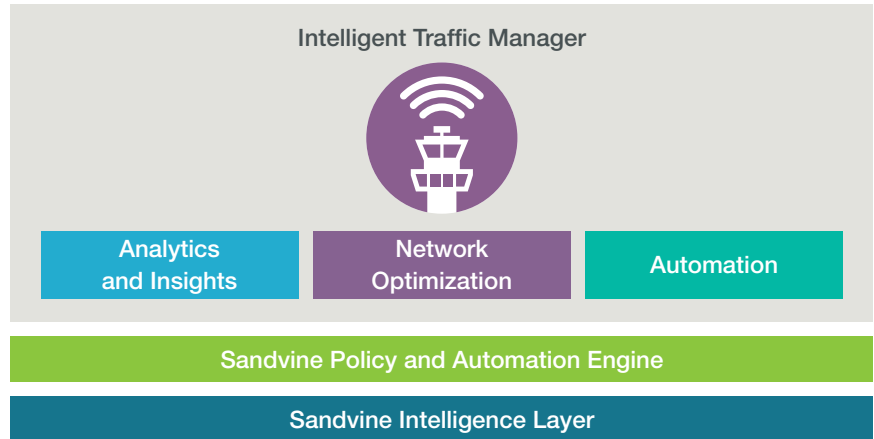
As finance network and IT administrators modernize their infrastructure, they are constantly challenged by the need to:

- Secure and assure network transaction performance in real time
- Manage explosive traffic and transaction growth – payments, transfers, trading
- Improve visibility into encrypted traffic
- Prioritize business critical applications and block unacceptable applications
- Provide personalized, user-based services
- Mitigate new security and fraud threats
- Meet regulatory requirements

### Intelligent Traffic Management Solutions for the Financial Sector

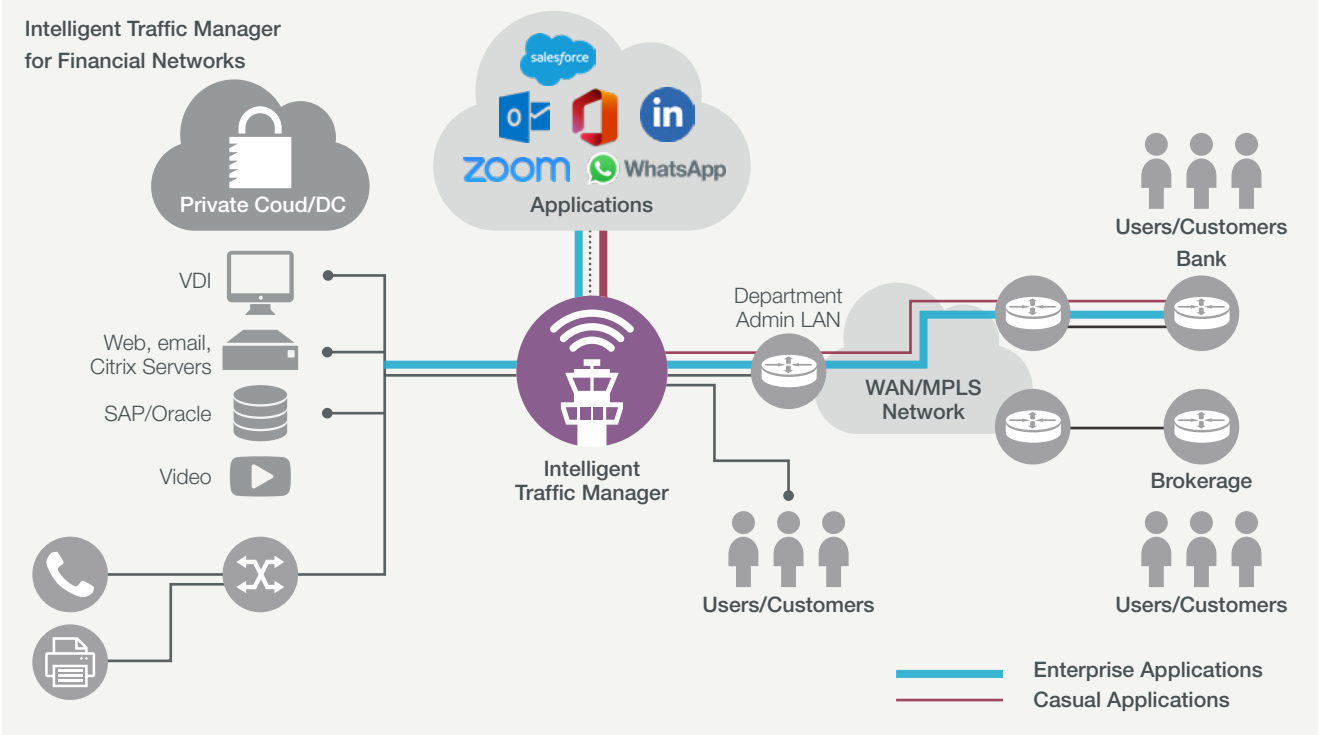
Sandvine's pre-packaged intelligent traffic management solutions deliver the network visibility, analytics, automation, machine learning, and security required for the education sector to meet these challenges:

- **Visibility:** Granular visibility, identification, and contextual awareness of all user, application and device traffic transiting networks in real time
- **Analytics:** Behavioral, intent-based analytics that compare network, application, device, and user behavior to identify areas of action
- **Automation:** Closed-loop policies deliver the intended digital service quality
- **Machine Learning:** Continuous innovation in automation/machine learning focused on education outcomes
- **Security:** Visibility, analytics, automated policies, and machine learning to check anomalies and suspicious traffic patterns against updated libraries of cyber threats (distributed denial of service attacks, malware, ransomware).



The Intelligent Traffic Manager (ITM) is the foundation of these solutions. It is based on Sandvine's ActiveLogic platform, the industry's most advanced hyper-scale traffic classification and packet processing system to improve network performance and security. Built with advanced machine learning functions, ITM employs multiple techniques to detect encrypted traffic behavior such as VoIP, video, and VPNs. In addition, ITM's traffic classification capability can be enhanced with ContentLogic, a multi-database categorization of Internet websites and IP addresses for web intelligence, advertising, and filtering.

Figure 1





### Why Sandvine?

Global enterprises count on Sandvine's market-leading intelligent traffic management solutions to run world-class networks and deliver personalized services.

- Over twenty years of experience providing solutions to 500+ enterprises and 160+ communications service providers across more than 100 countries – 2.5 billion network users
- Global partnerships provide onsite services and support to ensure that Sandvine's solutions meet specific enterprise requirements
- ActiveLogic platform received Frost & Sullivan's 2020 Global New Product Innovation Award for excellence in technological innovation
  - Over 10 years of unique machine learning analytics and closed-loop automation expertise to extract network intelligence – 98%+ encrypted and unencrypted traffic visibility, 3500+ traffic classification signatures updated weekly
  - Flexible, easy and highly scalable set-ups – virtual or cloud deployments across multiple access networks
  - Automation business cases leverage user data and machine learning techniques to solve specific enterprise network and security challenges and deliver personalized experiences
- Future-proofed to meet new 5G, cloud, edge and AI enterprise requirements

<sup>1</sup> [Frost & Sullivan Award](#)

## ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit [sandvine.com](https://www.sandvine.com) or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



**USA**  
5800 Granite Parkway  
Suite 170  
Plano, TX 75024  
USA

**EUROPE**  
Svärdfiskgatan 4  
432 40 Varberg,  
Halland  
Sweden  
T. +46 340.48 38 00

**CANADA**  
408 Albert Street,  
Waterloo,  
Ontario N2L 3V3,  
Canada  
T. +1 519.880.2600

**ASIA**  
RMZ Ecoworld,  
Building-1, Ground Floor,  
East Wing Devarabeesanahalli,  
Bellandur, Outer Ring Road,  
Bangalore 560103, India  
T. +91 80677.43333

Copyright ©2021 Sandvine Corporation. All rights reserved. Any unauthorized reproduction prohibited. All other trademarks are the property of their respective owners.

This documentation, including all documentation incorporated by reference herein such as documentation provided or made available on the Sandvine website, are provided or made accessible "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation, or warranty of any kind by Sandvine Corporation and its affiliated companies ("Sandvine"), and Sandvine assumes no responsibility for any typographical, technical, or other inaccuracies, errors, or omissions in this documentation. In order to protect Sandvine proprietary and confidential information and/or trade secrets, this documentation may describe some aspects of Sandvine technology in generalized terms. Sandvine reserves the right to periodically change information that is contained in this documentation; however, Sandvine makes no commitment to provide any such changes, updates, enhancements, or other additions to this documentation to you in a timely manner or at all.