

Creating a smarter future with Verizon

Verizon's vision for banks in Japan



Navigating threats and opportunities

The outlook for the banking sector

APAC's banking sector is at a critical juncture. But despite significant challenges in cybersecurity, regulatory pressures, and economic uncertainty, there are exciting opportunities for digital innovation, with open banking and real-time payments on the rise.

AI, APIs, and cross-border payment systems are transforming the financial landscape. India's UPI is processing billions of transactions monthly, and is being rapidly adopted by France, Russia and Singapore.

The region also has a vast unbanked population, offering a unique opportunity for banks to innovate and expand by using digital technology to deliver more inclusive financial services.

To harness these technologies with impact, banks will need to use data to gain a more holistic view of their customers, ensuring robust cybersecurity to navigate an increasingly fast-moving risk environment.

Ready to learn more? Read this industry report to find out how Verizon can help prepare you for the future.



Open banking continues to accelerate

Over 80%² of APAC banks are embracing Open Banking to improve customer satisfaction and drive operational efficiency, especially in Singapore, where 90%³ of financial experts consider it a must-have.



APAC is fuelling a real-time payment boom

Transactions made using real-time payments grew by 42.2%⁴ year over year, hitting 266.2 billion transactions in 2023, with APAC countries leading the charge. The adoption of real-time payment methods is also set to grow at a CAGR of 32.5% between 2024 and 2029⁵, driven by increased demand for instant transactions made using smartphones.



Customer loyalty is tied to digital banking experience

Australian customer experience (CX) index scores in banking dropped to their lowest-ever level in 2024⁶, with consumers demanding more seamless, real-time payments. It's time to rethink CX capabilities to meet this demand. Banks that are invested in app innovation are set to gain increased customer loyalty.

Spotlight: Payment Card Industry (PCI) updated standards

The PCI DSS landscape is undergoing significant change. Version 4.0 became mandatory on March 31, 2024, with 4.01 to follow by year-end.

These updates will prepare organisations for an increasingly complex digital payment ecosystem with ever-evolving cyber threats, providing access to enhanced authentication measures, encryption protocols and customisable controls to meet individual security objectives.

For financial institutions in APAC, prioritising these updates is essential to maintaining compliance, consumer trust, and preventing data breaches in an increasingly digital world.

Want to know how these changes impact you? Learn more in our Verizon 2024 Payment Security Report.

[Read the report](#)

Challenges of today

The APAC banking sector is operating against a backdrop of global economic uncertainty. But although inflation, cybersecurity, regulation and increasing competition are perpetual concerns, there is no reason banks can't thrive in this environment—as long as they are aware of the risks and building robust infrastructure to stay on top of them.

A growing threat landscape

Cyber threats are becoming more advanced, and frequent. APAC alone experienced 1,835 cyber attacks per week in Q1 2023, which is above the global weekly average of 1,248⁷. In the first quarter of 2024, APAC saw a 16%⁸ year-on-year increase in cyber attacks, one of the highest rates globally.

Smarter cybercriminals

In 2023, financial institutions faced a 30%⁹ rise in ransomware attacks, a 449%¹⁰ surge in web application/API attacks, and a 154%¹¹ increase in DDoS attacks. Reliance on third-party services and cloud-based solutions has empowered cybercriminals to exploit new weaknesses, especially in AI and open banking frameworks. The growing risk of nation-state cyber warfare and automated threats, such as malicious bots, further complicates this landscape.

Rise of IoT in banking

61% of companies have already adopted AI, with 64% of companies embracing IoT technologies¹². IoT presents exciting opportunities for financial organisations, but despite this, the APAC banking sector is falling behind in its security and regulatory frameworks. Only 10% of IoT users in APAC believe their organisations are fully protected, while 14% see IoT security as difficult to manage.¹³

Tighter regulations

In response to growing cybersecurity threats, APAC banking regulators are implementing stricter compliance standards, focusing on data protection, breach notification, and third-party risk management. Singapore now imposes fines of up to 10%¹⁴ of an organisation's annual turnover, while Australia has increased penalties to at least \$AUD50 million for non-compliance.¹⁵

Industry benchmarks: how do you compare?

Amid global economic pressures, the APAC market has shown remarkable resilience and growth in the tech sector. This is driving considerable expansion in AI and cloud technologies, despite regulatory challenges and talent shortages.

APAC leaders are optimistic about using technology to drive significant growth:

- Tech spending is set to grow by between 6.4% and 7.4% annually between 2024-27, reaching \$876 billion in 2027.¹⁶
- Software purchases will grow from 26.4% in 2024 to 30% of total tech spend by 2027¹⁷

83.2% of banks in APAC plan to increase their technology budgets¹⁸

14.8% will increase their budgets by 20% or more¹⁹

Security and data transformation are still key priorities for investment:

80.4% of banks plan to increase budgets for security/identity and access management²⁰

68.4% of banks plan to increase investments in big data and analytics²¹

64.6% of banks plan to increase budgets for AI and machine learning²²

Verizon: we'll build a solution for you

Verizon can help make your vision of a smart banking future a reality, faster. As your transformation partner, we'll co-create a banking environment that is connected, efficient, safe and secure.

How we do it

Building an agile, scalable infrastructure

Verizon helps protect businesses, customers and payments with Network as a Service (NaaS) enabled agility. We can power the operational core of your banking business with easy access to networking tools and processes from central, cloud-empowered capabilities. Enterprise customers can manage and scale services on demand, reducing Capital expenditure (Capex) and Operational expenditure (Opex) while enhancing agility. You can also buy and allocate extra applications and infrastructure in near real time, such as security and unified communications as a service, managed software-defined wide area network (SD WAN) and cloud computing.

Helping you to help your customers

Verizon brings the combined power of a huge network of partners to help you accelerate your own digital transformation. By making the systems in your bank easier to use, more powerful, and more data- and insight-driven, we help you to focus your energy on delivering powerful, personalised customer experiences.

Helping to protect critical customer data

It takes a lot of work to earn customers' trust—and a single security breach is all it can take to lose it. Your customers won't stay with you if they don't feel that their personal financial information is safe with your organisation. Verizon's cybersecurity solutions can help banks build strong, secure, connected infrastructure to help protect their most critical data. Our security experts can help you identify vulnerabilities and design a cybersecurity strategy to accommodate a growing remote workforce, an expanding supply chain and network of customer touchpoints. We're here to streamline security, so it can be cost efficient for your business and confidence-boosting for customers.

Enabling real-time innovation

Many APAC banks are looking at 5G solutions to innovate their customer interactions and experience as well as bring services to areas where they do not have physical branches. Verizon can support these ambitions, with 5G and multi-access edge computing (MEC) solutions that enable increased data collection, sharper artificial intelligence capabilities—and therefore a much higher level of tailored services. With low-latency, connected ecosystems—for example at sporting events or in shopping areas—we can accelerate the way you serve today's digitally savvy customers.

How it all comes together

Fujifilm Japan



Challenge

Following a cyber attack, Fujifilm Group wanted to evolve its cybersecurity stance from one focused on individual business units to a company-wide strategy.



Solution

Verizon's Advanced Security Operations Center (SOC) services enabled Fujifilm to respond to emergencies 24/7. Our security information and event management (SIEM) solution also allowed the company to detect and respond to sophisticated cyber attacks.



Results

- Strengthened Fujifilm's cybersecurity capability to facilitate more accurate monitoring at a global level
- Enabled Fujifilm to detect suspicious behaviour in advance to prevent minor incidents from evolving into major security breaches
- Accelerated plans to set up a dedicated Fujifilm SOC, enhancing internal cybersecurity capabilities in an era of zero-trust security

Banking services of the future

Deliver next-generation customer experiences with connected devices, sensor-based technologies and automation.

5G & MEC

Cloud computing and storage embedded within the cellular network edge

Advanced call centre

AI-powered analysis of live voice data using 5G networks to capture real-time conversations

Network slicing

Prioritisation of secure network traffic

4G LTE/5G

Wireless network to support macro-connectivity, AR/VR, IoT and AI

Crypto, NFTs & blockchain

Requiring real-time support on fast, secure networks

Next-generation payments

Leveraging the power of 5G and MEC

Car/bank of the future

In-vehicle connected financial services

5G/MEC-enabled interactive teller machines (ITM)

Increased accessibility to secure, wireless kiosks for digital banking transactions

Banking accessibility

Broaden reach and access to the banked and underbanked

Mobile banking

Provide advanced digital banking services anytime, anywhere

Augmented reality

Real-time AI for augmented reality experiences

The value Verizon adds

- A smart banking environment in a single network ecosystem
- Enhanced efficiency and quality across the customer lifecycle
- Customer peace of mind with security measures that reinforce trust
- A better employee experience by improving connectivity and reducing complexity

A strong local presence

Verizon Japan has been a licensed telecommunications provider since 1998. Backed by domestic and transatlantic infrastructure, we offer a range of managed voice, data and IP services.

Verizon offers software-defined networking (SDN) and network functions virtualisation (NFV) services in Japan and 20 other markets. We offer secure cloud interconnect with many of the world's leading cloud service providers.

We also have a security operations centre in Canberra, Australia, covering all of APAC, as well as sovereign data centres throughout the region. We operate a centre of excellence in the Philippines, including our Computer Security Incident Response Team (CSIRT). Verizon takes security seriously.

Here are some of our global security capabilities and credentials::

- ISO 27001
- ISO 27002
- Payment Card Industry Data Security Standard (PCI DSS)
- National Institute of Standards and Technology Cybersecurity Framework (CSF)
- National Institute of Standards and Technology SP 800-53
- CSA Cloud Controls Matrix
- Cybersecurity Capability Maturity Model
- Control Objectives for Information Technologies (COBIT)

Our global strength

When you choose Verizon, you'll not only benefit from dedicated local resources, but our global capabilities too. This combined strength gives you unrivalled connectivity and protection from cyber threats.

4,600+

managed networks, globally

150+

countries

700k+

managed devices

2,400+

certifications and training
for security team members
each year

34 trillion

raw logs processed each year
to protect our customers and
minimise threats

9

security operation centres
(SOCs) globally

5G

networks in operation
since 2018

We are also a globally recognised:

- Gartner Magic Quadrant Leader (Network Services and Managed IoT Connectivity Services and Managed Security Services)
- Omdia Global IT Security Services Leader
- Unified communications as a service (UCaaS) leader for enterprise

Next steps

Let's take our partnership to the next level with an executive briefing.

Verizon can help you progress towards your smart future – no matter where you are on your journey.

We can also organise one of our Connected Future Workshops to help you define your future vision. By following a tried and tested framework, we can help you:

- Learn what industry leaders are implementing
- Walk through your transformation agenda
- Brainstorm opportunities
- Create a roadmap
- Decide on next steps

Contact us:

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[verizon.com/business/ja-jp/support/](https://www.verizon.com/business/ja-jp/support/)

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