

Role of Wi-Fi for Itaú Unibanco

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IT Manager Itaú Unibanco





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Speaker experience
in events such as:

2023 _____

Wi-Fi World Congress Americas
Zero Outage Industry Standard
Huawei ICT Innovation Day
Mobility Brazil Conference
Itaú 5G TechDay

2024 _____

Cisco Engage Brazil
Security Leaders

2025 _____

Wireless Global Congress US
Cisco Live US (2 Sessions)



39 Years old



Married



3
children



IT Manager



Network Access
(LAN, SD-WAN, WLAN e 5G)

+20 years
of IT experience

+8 years
working for Itaú



101 years of history

3.200 bi
total assets (R\$)

2.4 k
branches

91.5 k
employees

70 M
customers

18
countries in which
Itaú operates

96 bn
in market value
(USD)

9.9 bn
in brand value
(USD)

However, with
 new Technologies
 and hyperconnectivity
**emerging customer
 habits have
 changed**



Mobility

They do not want to **waste time** in traffic



Traveling

They seek **new experiences** and convenience while traveling



Entertainment

They want access to **custom content** any time



Music

They take their favorite songs, playlists, and podcasts **wherever they go**



Shopping

They want as **many product and service options as possible**, whenever they want and as they want



Social Media

They need to communicate with their **contact networks anytime, anywhere**

Therefore, we designed a strategy that allows us to keep the customer at the center of every decision



 + 
 Integrated, they help us **create more value to customers and increase business competitiveness**

50%

Of our business services in the cloud

~72%

Of our business services in the cloud

2020 2021 2022 2023 2024 2025 2026

Itaú becomes a member of Zero Outage Industry Standard

Over a 100 branches connected to 5G

Anatel Award for 5G Network Provision with the OpenCare5G Project

First bank to adopt connectivity through LEO in Brazil

Modernization of physical branches with SD-WAN and Wi-Fi 6

First Branch connected to the 5G network

Hybrid model With VPN and full Wi-Fi in our offices

Partnership with WBA and adoption of OpenRoaming

First bank in the world with OpenGateway APIs

Americas Highlight at the Global Assurance Awards in the USA

Opening of a flagship branch, first bank branch with Wi-Fi 7

Branch Transformation

Users and Systems on premises

Levers

Cloud or Remote Users and Systems

Conventional telephony and video conferencing



Hybrid work



Full collaboration and telephony virtualization

User without mobility in agency



100% of users with laptops



Full mobility

Workloads working in the Data Center



New way to consume technology resources



IaaS, SaaS and PaaS dominance

Majority B2B traffic with end-to-end links



Internet access



B2B traffic through Internet and/or Cloud Connections

Infrastructure monitoring



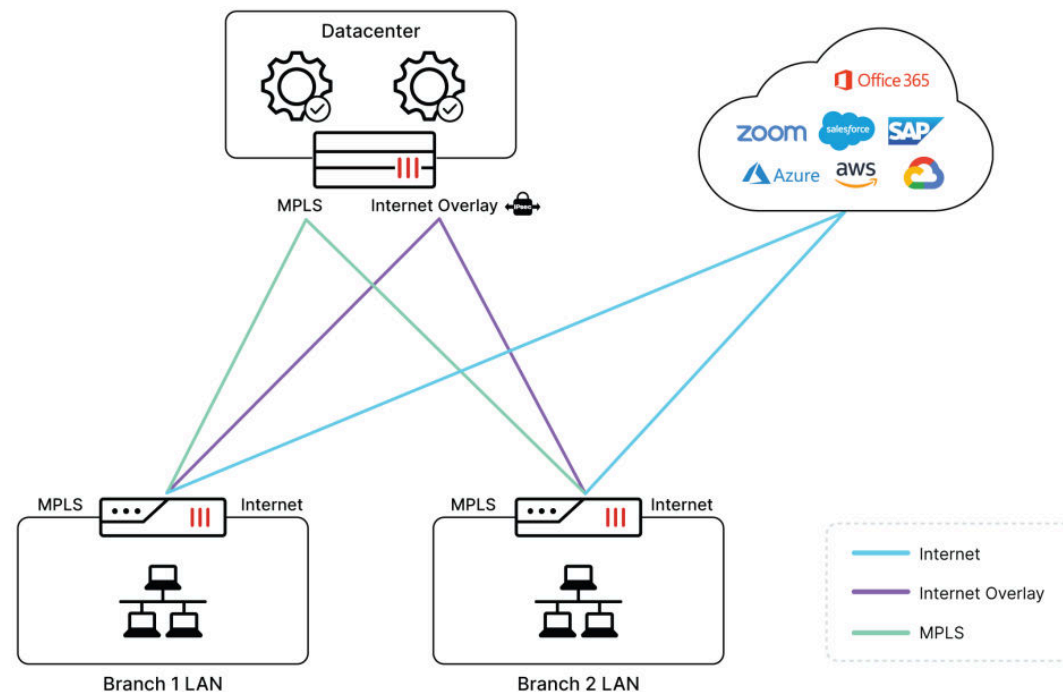
Observability



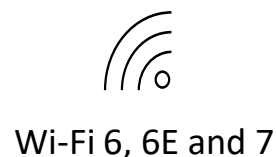
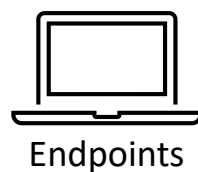
Monitoring based on user experience, with full view of all elements, use of IA

This transformation was guided by our ambition to offer the best experiences to our customers, at any point of contact, through a

Phygital strategy



Modernizing our technology platform, adopting AI at scale and upgrading the infrastructure of our branches with SD-WAN (SASE), Wi-Fi 6, 6E and 7, and cutting-edge connectivity was a strategic step in this direction.



Branch Transformation

+96 K
laptops

+200
models

+09
manufacturer

~ 12 K
access points

~ 150 K
endpoints

VPN / SSE

45%

Available and Secure

Internet (Split traffic)

Unlimited Mbps

Internet

2,5 Mbps minimum per endpoint

Wi-Fi Corp

23%

High Density

Local

>20 Mbps minimum per endpoint

Internet

2,5 Mbps minimum per endpoint

Wi-Fi Agency

30%

Medium density

Local

>10 Mbps minimum per endpoint

Internet

2,5 Mbps minimum per endpoint

Wired

2% Exception

Access restriction

Local

>20 Mbps minimum per endpoint

Internet

2,5 Mbps minimum per endpoint

Through this
journey,

state of the art connectivity technology was key



SD-WAN, SSE

Helps us ensure smarter and more resilient network management that adapts dynamically to the best traffic routes, reducing latency and improving safety and performance.



Wi-Fi 7

Has brought a significant improvement in the in-branch experience - with more stable connections, higher speed, and capacity for multiple devices to connect simultaneously.



Fiber, LEO and 5G

Helps us ensure high availability even in remote regions, extending our reach and maintaining the same quality standard at all service points.



OpenRoaming

Allows customers to automatically connect to the Wi-Fi in branches without the need for manual authentication, security, enhancing mobility and convenience.

Creating better experiences through connectivity

Wi-Fi Only

Contact center

Traders

Lives

Video calls



+150 K

Wi-Fi connections per day

+12 K

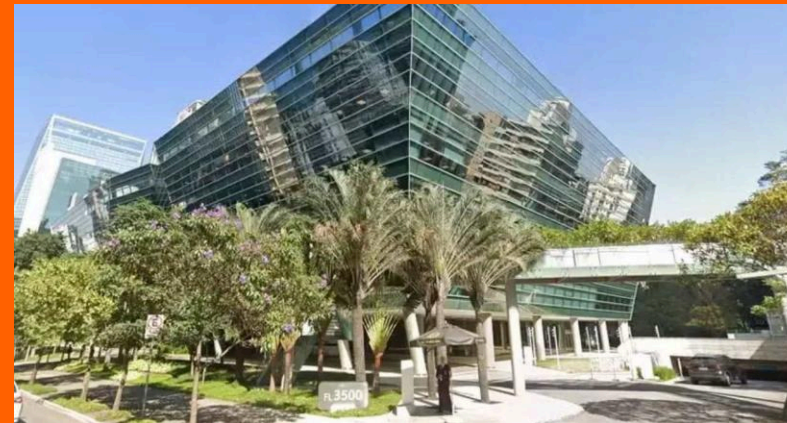
Access Points among 3 manufacturers

+96 K

corporate laptops

+40K

VPN Connection per day



Brazil's most expensive office building ~ US\$ 300 MM, operating Investment Bank



Largest building with more than 19 K connections per day, 100 Floors and 6 Towers operating with Wi-Fi 6E and SD-WAN

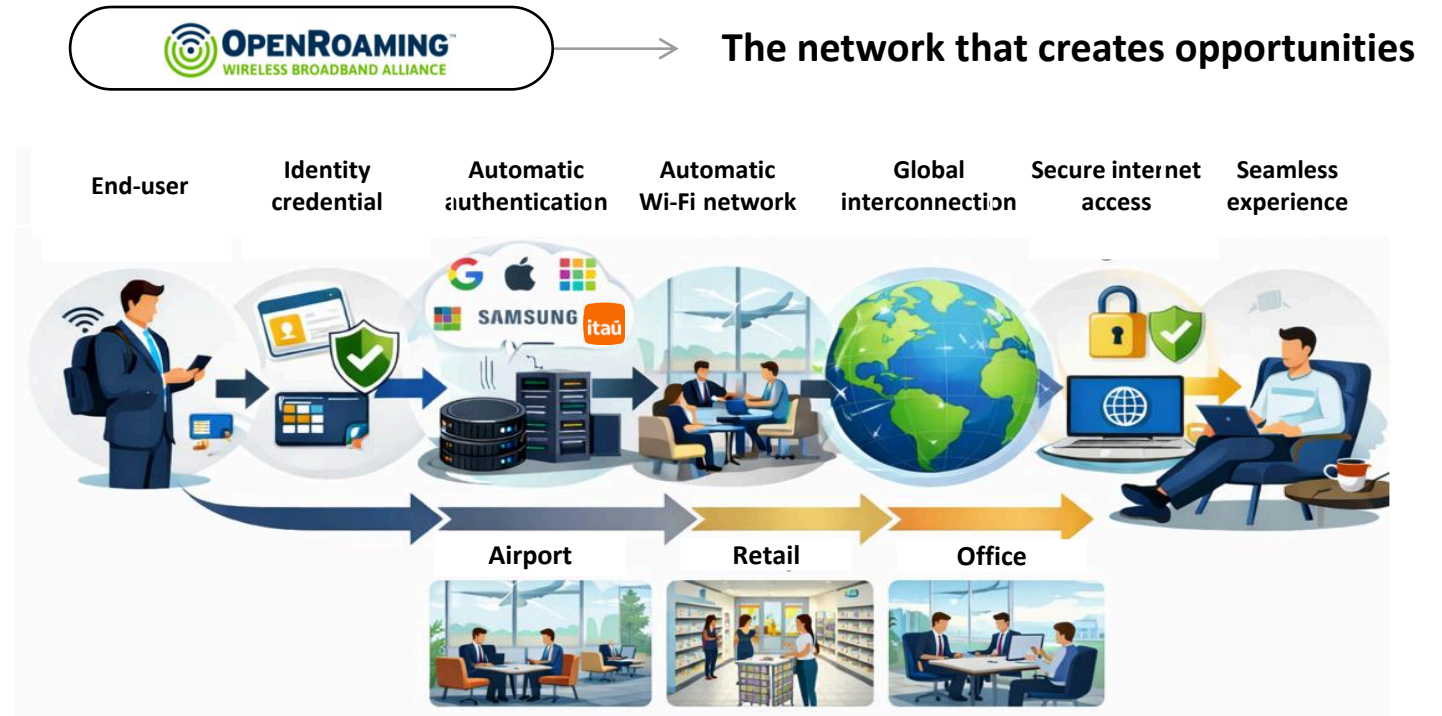


OpenRoaming is a strategic enabler for new services, revenue streams, and a stronger presence within the digital ecosystem.

Partnership with WBA since 2023.

The initiative brings real benefits on the path to connecting customers in a transparent and safer way, with automatic access and visibility.

We already have OpenRoaming available in our large offices and are in the process of expanding it to all offices and branches.



Technical Benefits

- Reduced guest portal friction (Passpoint)
- Usage analytics
- Traffic prioritization (QoS)
- Global interoperability
- Seamless roaming between 5G and Wi-Fi

Business Benefits

- Campaign delivery (communications / promotions)
- Partnerships with mobile operators for indoor traffic offload
- New business opportunities through partnerships and sponsorships
- 20+ identity providers
- 3.5M+ access points worldwide

Key Differences The value of OpenRoaming

	Guest Wi-Fi	OpenRoaming
Authentication	Captive Portal via redirect or CoA, with authentication options through internal users, Active Directory (AD), or social login	Profile-based authentication using digital certificates
Security	Layer 2 authentication (Web Authentication) or Layer 3 authentication (MAB with CoA)	802.1X with Hotspot 2.0
Onboarding	Individual registration required on each network, with some requiring re-authentication throughout the day	Profile-based to network access
User Experience	Manual network identification, manual connection steps, and exhaustive forms	Automatic connection with seamless transition between Wi-Fi and mobile network


We have an NPS 80 and connection Health 99% (benchmark).

As we make over thousands of new deployments per day, we keep a close eye on governance, observability and data that helps us

measure our customers' experience



Partnership with ZOIS for the implementation and evolution of our framework, processes, and tools allows us to be even more agile while preserving the stability of the environment.



More than a technological update, this renewal is entirely connected to our

vision for the future:

An agile, secure network ready to support the bank's next leaps in innovation - be it with artificial intelligence, hyper-personalization, or increasingly digital services.

Thank you!

