



# Next-generation data centre helps Maybank put a human face to banking



‘By harnessing the latest technological advances, we can increase our network’s effectiveness and ensure maximum system uptime so that our customers can conduct their banking transactions seamlessly and securely at any time, and anywhere in the world. This will also bring about cost and operational efficiencies through infrastructure virtualisation and consolidation.’

Lim Kuo Siong, Maybank’s Singapore Chief Information Officer



## Challenge

- finding new and innovative ways to attract and serve customers, with a wide range of options
- humanising financial services by serving 22 million customers worldwide with convenient access to services and improving their experience
- harnessing the latest technology to increase the effectiveness of its branch and banking network
- needing a more advanced, innovative data centre to better serve its mission and growth plans through faster processing of real-time, data heavy transactions

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## Solution

- designed and built a next-generation data centre while decreasing the risk of a large change in its environment – upgrading, refreshing, and building of new technology
- transitioning the bank from an outsourced environment
- migrating the bank’s existing two data centres for production and disaster recovery to NTT Communications’ data centre in Singapore
- created a ‘lights-out’ data centre facility that could be managed remotely

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## Result

- reduction of operational and capital expenditure
- simplified management of infrastructure, leading to improved agility, greater resilience and better use of its in-house skills and assets
- ability to provide highly personalised banking and transaction services and bring new products to market faster in serving more than 22 million customers worldwide via traditional as well as electronic channels
- increased network’s effectiveness and maximum system uptime

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 Challenge

## Banking with a human touch

Few global industries are as competitive as the financial services sector. 'Brick and mortar' banks are facing new competition from mobile operators, virtual banks and even Internet currencies. To remain competitive, they need to find new and innovative ways to attract and serve customers with a wide range of options. It's no different for Malaysia's regional financial leader, Maybank. Even though it has an international network of over 2,200 offices in 17 countries, Maybank differentiates itself from the competition with a strong community-focused approach.

The organisation's mission is to humanise financial services by providing its 22 million customers worldwide with convenient access to financing, fair terms and pricing, sound needs-based advice, and by being at the heart of the communities in which it operates. The Maybank Group offers an extensive range of products and services, from commercial banking to asset management. The bank is committed to bringing seamless banking and a wider spectrum of value-added financial services to its customers who stem from all walks of life. By harnessing the latest technology to increase the effectiveness of its branch and banking network, its customers are able to conduct their banking transactions anytime, from anywhere in the world.

## Data centre challenges

Maybank is constantly looking for new ways of delivering more efficient, innovative financial services to customers, as well as improving their experience. Since banking is real-time transaction and data heavy by nature, it needed a more advanced data centre to better serve its mission and growth plans. The data centre had to support the business with improved resilience, reduced risk of operational failure, be compliant with regulatory guidelines, as well as provide higher availability.

The challenge was that Maybank's data centre had been fully outsourced for the preceding 10 years and the bank wanted to improve its data centre's agility and responsiveness to meet the bank's growing requirements.

Maybank had to decide whether to renew its existing facilities or relocate them. It opted for the latter, and the bank had decided to engage a partner for the data centre relocation and migration of mission-critical systems. This was a complex transition that required external expertise to complement its banking domain knowledge. It is very challenging to complete the migration within the required timeframe and within budget.

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 Solution

## A next-generation business response centre

Together with Maybank, NTT Communications and Dimension Data designed and built a next-generation data centre for Maybank to address its requirements. In planning the solution, a lot of detailed planning went into motivating and designing every component, keeping the bank's current and future needs in mind. A central requirement was to decrease the risk of such a large change in its environment.

After reviewing the data centre options available in the market, Maybank decided to choose NTT Communication's data centre, because it was a Tier 3, dedicated, purpose-built facility which passed the threat vulnerability risk assessment (TVRA) and also caters for high-density computing. And beyond just being a data centre provider, the bank was also looking for a reliable partner for its regional telecommunications needs.

Dimension Data was responsible for:

- transitioning the bank from an outsourced environment
- upgrading, refreshing, and building of new technology
- migrating the bank's existing two data centres for production and disaster recovery to NTT Communications' data centre

The new data centre was also designed to operate as a 'lights-out' facility that could be managed remotely, with no on-site staff. Dimension Data worked with technologies from leading vendors, including sister-company NTT Communications (co-location and cabling) EMC, Cisco, APC, Symantec, and Emerson.

During the project, Maybank particularly appreciated Dimension Data's focus on technical excellence, its understanding of Maybank's requirements, and its ability to provide consulting advice and recommendations based on best practices in the financial services industry.

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Result

## Agility, resilience, better use of resources

Maybank's data centre consolidation project went beyond reducing operational and capital expenditure. By also simplifying the management of its infrastructure, the bank enjoys improved agility, greater resilience and better use of its assets. It can utilise its in-house skills and resources better by focusing more closely on its core business operations. This helps the bank achieve further cost savings.

With improved network efficiency through consolidation, the bank is also capable of providing highly personalised banking and transaction services, and bring new products to market faster, serving more than 22 million customers worldwide via traditional as well as electronic channels. By harnessing the latest technological advances, Maybank increased its network's effectiveness and ensured maximum system uptime. Its customers can conduct banking transactions seamlessly and securely at any time, and anywhere in the world. This will bring about cost-effectiveness and operational efficiency.

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### Services Overview

- consulting & professional services
- data centre planning, building, implementation, integration
- migration services to new facilities
- connectivity in Singapore and in the region

#### Middle East & Africa

Algeria • Angola  
Botswana • Congo • Burundi  
Democratic Republic of the Congo  
Gabon • Ghana • Kenya  
Malawi • Mauritius • Morocco  
Mozambique • Namibia • Nigeria  
Oman • Rwanda • Saudi Arabia  
South Africa  
Tanzania • Uganda  
United Arab Emirates • Zambia

#### Asia

China • Hong Kong  
India • Indonesia • Japan  
Korea • Malaysia  
New Zealand • Philippines  
Singapore • Taiwan  
Thailand • Vietnam

#### Australia

Australian Capital Territory  
New South Wales • Queensland  
South Australia • Victoria  
Western Australia

#### Europe

Austria • Belgium  
Czech Republic • France  
Germany • Hungary  
Ireland • Italy  
Luxembourg • Netherlands  
Poland • Portugal  
Slovakia • Spain • Switzerland  
United Kingdom

#### Americas

Brazil • Canada • Chile  
Mexico • United States