



#### Services:

- Consulting and Professional Services
- Data center planning, building, implementation and integration
- Migration services to new facilities
- Connectivity in Singapore and the region



Case study

## Next-generation data center 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 virtualization and consolidation.'**

*Lim Kuo Siong, Maybank Singapore, Chief Information Officer*

### Challenge

- finding new and innovative ways to attract and serve customers, with a wide range of options
- humanizing 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 their branch and banking network
- needing a more advanced, innovative data center to better serve their mission and growth plans through faster processing of real-time, data heavy transactions

### Solution

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

### Result

- reduction of operational and capital expenditure
- simplified management of infrastructure, leading to improved agility, greater resilience and better use of their in-house skills and assets
- ability to provide highly personalized 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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Disclaimer: The work described in this case study was performed while the company was known as Dimension Data and NTT Communications.

## Case study



### 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 they have an international network of over 2,200 offices in 17 countries, Maybank differentiates themselves from the competition with a strong community-focused approach.

The organization’s mission is to humanize financial services by providing their 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 they operate. The Maybank Group offers an extensive range of products and services, from commercial banking to asset management. They are committed to bringing seamless banking and a wider spectrum of value-added financial services to their customers who stem from all walks of life. By harnessing the latest technology to increase the effectiveness of their branch and banking network, their customers are able to conduct their banking transactions anytime, from anywhere in the world.

#### Data center 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 center to better serve their mission and growth plans. The data center 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 center had been fully outsourced for the preceding 10 years and they wanted to improve their data center’s agility and responsiveness to meet their growing requirements.

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

### Solution

#### A next-generation business response center

Together with Maybank, we designed and built a next-generation data center for Maybank to address their requirements. In planning the solution, a lot of detailed planning went into motivating and designing every component, keeping their current and future needs in mind. A central requirement was to decrease the risk of such a large change in their environment.

After reviewing the data center options available in the market, Maybank decided to choose our data center, 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 center provider, they were also looking for a reliable partner for their regional telecommunications needs.

We were responsible for:

- transitioning the bank from an outsourced environment
- upgrading, refreshing and building of new technology
- migrating their existing two data centers for production and disaster recovery to our data center

The new data center was also designed to operate as a ‘lights-out’ facility that could be managed remotely, with no on-site staff. We worked with technologies from leading vendors, including EMC, Cisco, APC, Symantec and Emerson.

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

### Result

#### Agility, resilience, better use of resources

Maybank’s data center consolidation project went beyond reducing operational and capital expenditure. By also simplifying the management of their infrastructure, they enjoy improved agility, greater resilience and better use of their assets. They can utilize their in-house skills and resources better by focusing more closely on their core business operations. This helps them achieve further cost savings.

With improved network efficiency through consolidation, the bank is also capable of providing highly personalized 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 their network’s effectiveness and ensured maximum system uptime. Their 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.