

# Leading Mideast bank ensures faster and smoother branch expansion, improves customer experience with service integration

Increases service availability by 25%, reduces total cost of operations by 25%, and improves service quality

## About the Client

One of the largest commercial banking corporations in the Middle East, the client is an Islamic banking pioneer.

## Goals

### ENABLING BUSINESS GROWTH BY IMPROVING AGILITY OF BRANCH SUPPORT SERVICES

Service levels of multiple vendors were not adequately defined and reported nor were they mapped to the IT service levels of the business functions. This reduced availability of services and hampered productivity and customer satisfaction. The costs for managing multiple vendors were very high. The client wanted to consolidate vendors, integrate services, and standardize management at an optimal cost. Moreover, the client planned to increase their current network of more than 200 branches by 50% year-on-year by adding 100 branches per year. They also sought to increase cross-sell opportunities by expanding their offerings portfolio. The client needed a vendor to streamline infrastructure management processes and enable agile expansion.

## Microland

### STANDARDIZING SERVICE MANAGEMENT

The client chose Microland to standardize its service management based on our experience of similar engagements in the region. Our plan for vendor consolidation and cost reduction was a significant factor in the client's decision.

#### Scale of Operations

- Over 200 branches distributed across the region, plans to grow by 100 each year

#### Vendor Complexity

- 20 vendors providing branch support
- OEMs (Cisco, Dell, HP, Olivetti, and Evolis among others)
- Repair vendors
- Human resources partners

## Transformation

### CONSOLIDATING VENDORS AND DELIVERING SERVICE LEVEL-BASED MANAGEMENT

Microland consolidated vendors and delivered service level based management for all support services for the client across the country. Figure 1 highlights the services delivered by Microland.

- ➔ **Retail and wholesale banking division:** Branch support services, and wing to wing support
- ➔ **Investment banking division:** Support services and wing-to-wing support
- ➔ **Investment banking division:** Application support services, application support service desk, application operations support
- ➔ **Branch support services:** HP Service Management including installation, upgrades, day-to-day administration and operation support
- ➔ End-to-end hardware support for all IT Infrastructure in all the 450+ branches across the Kingdom
- ➔ End-to-End support for all the Network (Cisco) Equipment in all branches. This also includes ATM support for the ATMs connected over the LAN to a branch.
- ➔ End-to-end support for all the network (Cisco) equipment at all the branches

Figure 1: Services delivered by Microland



Microland deployed a branch-based commercial model as opposed to a device-based one which reduced cost per

branch. Figure 2 describes how we provided the services.

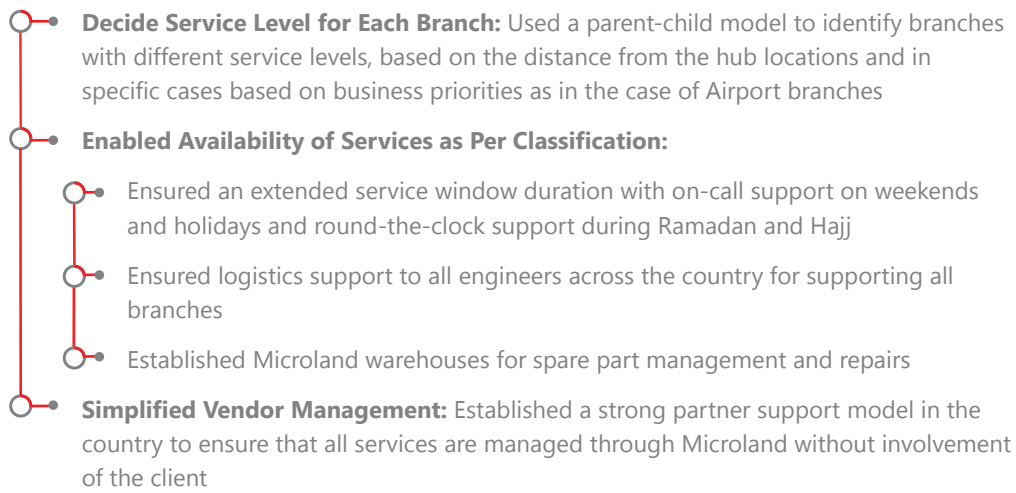


Figure 2: Microland’s service model

**Outcomes**

**ENHANCING USER SATISFACTION THROUGH SERVICE QUALITY IMPROVEMENT**

Microland’s process standardization and vendor consolidation solution helped the client enhance service

availability thereby improving the overall business performance and end user experience.

**Client benefits included:**



**Enhanced User Experience**

- Increased business services availability by 25%
- Enabled robust partner support model; the client had to effectively manage just one partner instead of multiple OEMs and other vendors



**Enhanced Agility**

- Enabled faster expansion of branch footprint: opened two to five branches each week via Microland’s extended service window, spare warehouses and field support services



**Improved Cost-Effectiveness**

- Reduced total cost of operations by 25%

**About Microland**

Microland is a leading Hybrid IT Infrastructure Service Provider and a trusted partner to enterprises in their IT-as-a-Service journey. Incorporated in 1989 and headquartered in Bangalore, India, Microland has more than 3,200 professionals across its offices in Europe, Middle East, North America and India. Microland enables global enterprises to become more agile and innovative through a comprehensive portfolio of services that addresses hybrid IT transformation, workspace transformation, service transformation and end-to-end IT infrastructure management.

