



IBM Client Reference

OCBC Bank manages its technology assets with IBM Global Services

IBM provides IT migration and business resiliency services, desktop refresh and storage consolidation to OCBC, one of the region's leading financial services groups

“With a more standard IT platform, OCBC Bank will save several million dollars in the next three years. We also cut down the time needed to gather desktop information by five times, reduce software installation lead time from four days to one day, mitigate operational and security risks of using obsolete technology and improve employee satisfaction and productivity dramatically.

IBM is a trusted partner in this process, with their in-depth understanding of our Bank's needs and excellent technical expertise in delivering their projects on time and on target. The team from IBM also worked in close partnership with us to communicate with end users on the migration and service changes to ensure a smooth transition.”

**– Soon Chong Seng, Vice President,
Group Operations and Technology,
OCBC Bank**



OCBC Bank is Singapore's longest established local bank, and one of Asia's leading financial services groups, with group assets worth more than \$118 billion. The Bank is also one of the largest financial institutions in the combined Singapore-Malaysia market in terms of assets. Their full spectrum of specialist financial services solutions is delivered through an extensive global

network that comprises more than 110 branches and representative offices spanning 14 countries and territories, including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Japan, Australia, UK and USA.

Building a high performance international bank

OCBC Bank wanted to build a high performance financial services group and grow it into a reputable international player by strengthening its market position in two existing core markets of Singapore and Malaysia. The Bank aims to use these two bases to transfer successful product solutions to other ASEAN countries and China.

In the productivity space, the Bank seeks to improve cross-functional processes to lower unit costs and become an efficient, low-cost service provider. The Bank actively invests in the infrastructure, process improvements and people skills to deliver greater client satisfaction and to lower delivery costs.

Previously, the Bank had a large number of desktops with different operating and application systems. With such a complex business environment, there were inconsistent performance levels, and a slower turnaround time for IT projects. This posed as a great challenge as IT maintenance and support were not standardized, which led to high total cost of ownership and lower employee productivity.

IBM Global Services provides the solution

OCBC Bank is constantly looking at improving internal processes and employee productivity, and to roll out application software more effectively - and the Bank engaged IBM Global Services to standardize its IT platform to enable a uniform technology environment. The team from IBM's Integrated Technology Services was tasked with a smooth and successful desktop refresh, upgrade and software migration to Windows XP environment for the Bank.

Team IBM did not just provide migration services and installation of hardware and software, but went the extra mile to provide marketing services that create the internal users awareness and acceptance of the migration project. They include a communications plan, change management, and training for the new products and services to ensure a smooth project delivery. These value-added services helped to ease the staff's anxieties during transition, as well as strengthened the relationship between the end users, OCBC Bank's IT department and IBM implementation teams.



A trusted partnership

The desktop refresh and migration services project was a great success and led the happy client to approach IBM to deliver other services. IBM was then awarded contracts to deliver business resiliency service and storage consolidation.

Said Mr Soon Chong Seng, Vice President, Group Operations and Technology, OCBC Bank, *"With a more standard IT platform, OCBC Bank will save a several million dollars in the next three years. We also cut down the time needed to gather desktop information by five times, reduce software installation lead time from four days to one day, mitigate operational and security risks of using obsolete technology and improve employee satisfaction and productivity dramatically."*

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About OCBC Bank



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About IBM

IBM is the world's largest information technology company, with over 90 years of leadership in helping businesses innovate. Drawing on resources from across IBM and key IBM Business Partners, IBM offers a wide range of services, solutions and technologies that enable customers, large and small, to take full advantage of the On Demand era.



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