



WebSphere® software

Enabling Customer Convenience



Overview

■ Challenge

To create a scalable, safe and reliable web presence for the bank through which the customers can transact their business from a location of their convenience. In addition, help the bank providing the messaging architecture needed for Real Time Gross Settlement (RTGS).

■ Solution

A secure, robust and scalable online banking system enabled by a Service Oriented Architecture powered by the IBM WebSphere Application Server Network Deployment. In addition, an IBM WebSphere MQ messaging middleware is used to enable RTGS by providing connectivity to the central bank's system.

■ Key benefits

The secure, robust and scalable web presence:

- *Enables customers to transact business from anywhere.*
- *Has extended the reach of the bank to the remotest parts of the country.*
- *Reflects in significantly improved customer satisfaction.*
- *Has enabled the bank to take on*

The Indian banking sector is dominated by public sector (government owned) banks and indeed over many years these PSU banks have built a loyal base of millions of customers and huge asset base.

- The 1990s saw the well-entrenched PSU banks face multiple challenges:
- In 1994, the Reserve Bank of India (RBI), India's central bank allowed private players into the banking industry. The entry of private banks ushered in a new era of competition.
- The 1990s saw the opening up of the Indian economy and a consequent boom leading to higher per capita income. This fuelled the need for more innovative banking and financial services.
- The rapid advancements in computing and networking technologies were changing the way business was transacted. The advent of the Internet, especially, opened up new channels of banking and customer service

Not ones to be left behind, PSU banks leveraged technology to meet these and other emerging challenges head on.

Syndicate Bank

Established in 1925, Syndicate Bank is a leading PSU bank in India with a customer base of over 19 million serviced through a network of over 2000 branches and business exceeding INR 1,30,000 crores.

Key Components

- IBM Service Oriented Architecture
- IBM WebSphere Application Server
- IBM WebSphere MQ

Syndicate Bank has always been a pioneer in innovative banking services introducing several initiatives such as agricultural financing and door-to-door banking, which are now recognized industry benchmarks.

Putting the Customer First

Having implemented a core banking solution to streamline operations, the next step in Syndicate Bank's strategy was to facilitate customer service by establishing a full-featured customer service website that would allow the customer to:

- Manage accounts
- Transfer funds
- Pay utility bills
- Manage credit cards
- Manage investments such as mutual funds
- Pay taxes

In addition, the bank also needed middleware to deploy its RTGS (Real Time Gross Settlement) applications for online funds transfer which need to go through the RBI

The Enabling Technology and Partner

Syndicate Bank chose IBM for its:

- Proven experience in the banking domain
- Comprehensive suite of solutions that were robust, scalable and reliable
- An ability to be more than just a technology implementer and extending services such as process improvement

The IBM team designed a solution that used the IBM WebSphere Application Server Network Deployment (IBM WAS ND) as the base for the core banking solution because it offers benefits such as near-continuous availability combined with automated performance optimization and centralized management and monitoring with advanced deployment services.

The scalability, sophisticated load balancing, caching and centralized security features of IBM WAS ND gave Syndicate Bank enhanced performance and enabled the solution to deal with unpredictable demand.

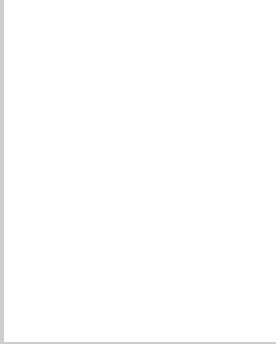
For the RTGS system, the IBM team selected IBM WebSphere MQ as the messaging middleware that would communicate with RBI's Server. With integrated support for SSL, IBM WebSphere MQ provides the reliable messaging backbone for SOA connectivity by functioning as the multi-purpose data transport for the enterprise service bus. By using queuing and transactional facilities that help preserve the integrity of messages across the network, IBM WebSphere MQ minimizes the risk of information loss and the need to reconcile communicating IT systems.

The Results

With the system now live, Syndicate Bank has experienced:

- Significantly improved customer satisfaction.
- Measurable increase in the customer base.
- Highly secure online transfer of funds saving time and resources.

Many customers are actively using the web to transact and this has reduced footfalls at the branch. As a consequence, bank employees have been more time to serve customers better and the bank has been able to expand its service portfolio as well as handle more customers.



“IBM SOA has given Syndicate Bank the much need business flexibility, agility and responsiveness in the market”

*C. M. Raman,
GM-IT, Syndicate Bank.*



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