



CIBC's PC Banking puts customers in control of their finances

With \$238 billion (Canadian) in assets, over 6 million customers, and 42,000 employees, the Canadian Imperial Bank of Commerce (CIBC), established in 1867, is the second largest bank in Canada. To maintain its position as an industry leader, CIBC wanted to be one of the first to offer online banking, a service its customers had been requesting for some time. Since some of its competitors had already introduced home banking applications, CIBC's challenge was finding a secure, easy-to-manage online solution—and delivering it quickly.



IBM's all-inclusive e-business solution brings PC Banking to CIBC's customers.

“To go from concept to reality in less than 6 months and have over 200,000 customers using the system in just over a year is remarkable. We were able to make this happen so quickly because of IBM's knowledge and willingness to work with our internal development team.”

—Brian Cassidy, Executive Vice President, Electronic Banking, CIBC

CIBC chose IBM to help it develop and implement *PC Banking*, a service that integrates CIBC retail banking, travel medical insurance, and discount brokerage into a single, online offering. Beyond specific technical issues, one of the factors that led CIBC to choose IBM over the competition was IBM's all-inclusive approach to e-business solutions. In addition to software development, hardware sizing and configuration, and Internet connection services, IBM provided the staff for a customer support hotline to ensure the successful launch of *PC Banking*. Using a Web browser as the user interface, *PC Banking* was initially introduced on a private network, and later offered on the Internet.

Combining a customized banking application with IBM software and hardware, the CIBC

Application	Online banking, travel medical insurance, and discount brokerage services
Business Benefits	Over 200,000 online customers; over 500 new users every day
Software	IBM® Interactive Network Dispatcher IBM DB2® Universal Database™ IBM Firewall
Hardware	IBM RS/6000™ SP IBM S/390®
Services	Advantis Canada, IBM Canada planning, development, and customer support

and IBM team were able to deliver a complete working system in less than six months. In fact, the system did more than just work. “It took CIBC from having no position in the online banking marketplace to becoming the undisputed leader in customer adoption,” says David Cyr, vice president of electronic banking, who leads the CIBC PC and Internet Banking team.

“To go from concept to reality in less than 6 months and have over 200,000 customers using the system in just over a year is remarkable,” adds Brian Cassidy, CIBC's executive vice president of electronic banking.

"We are able to make this happen so quickly because of IBM's knowledge and willingness to work with our internal development team to leverage the power of our legacy systems."

Aggressive schedule demands teamwork

According to Cyr, IBM was a perfect fit for CIBC because the companies shared a common vision of the banking solution. IBM proposed a thin-client architecture, in which the banking application would reside on CIBC's server instead of on each user's computer. That made sense to CIBC because it would eliminate the need to distribute software updates to customers. In fact, by employing Web browsers as the user interface—even on the private network—CIBC avoided developing client software at all, which saved considerable time and money. When it came to implementing the Internet service, CIBC profited again by already having the required thin-client architecture and Web browser interface in place.

The IBM Canada team got a head start on the project by using existing IBM Internet banking software, which reduced development time. As a result, the teams had more time to work on integrating the *PC Banking* application, which runs on an IBM RS/6000, with the internal operations systems on CIBC's IBM S/390 host.

Scalability and security are key to managing rapid growth

CIBC *PC Banking* provides secure access to up-to-date information 24 hours-a-day, from almost anywhere in the world via the Internet or a direct link to CIBC over the bank's private network, which is provided by Advantis Canada. Because Advantis has complete network coverage throughout Canada, customers who use the private network can always dial in through a local access number.

Every day, more than 500 new customers register for *PC Banking*—a response greater than CIBC anticipated. "We're experiencing the volume we expected to have 6 to 12 months from now," remarks Cyr. "Obviously,

without the right architecture, we would have had problems. With its multiple, independent nodes, and support for data distribution across the nodes, the RS/6000 platform has proven to be very scalable in a time of tremendous growth."

The 10-node RS/6000 SP parallel processing system supports the Web server and application server software. When a customer makes a transaction request, it travels from the Web browser to the Web server, then to the application server. The application server formats the messages for the transaction processor which acts as a gateway to the S/390. DB2 databases hold session information and keep track of CIBC's online customers.

IBM Interactive Network Dispatcher, which automatically balances traffic load across the servers by detecting which server is the least busy, is critical to the continual availability of this growing system. The system relies on multiple Web servers to handle the incoming requests from customers. Thus, as more users are added, CIBC can easily add more servers to meet the load with no disruption to the current system.

CIBC relies on IBM Firewall software on one of the RS/6000 SP nodes and 128-bit SSL encryption to ensure a secure online banking environment. Once customers log in, they can check account balances, review recent transactions, pay bills, transfer money between accounts, buy CIBC Travel Medical Insurance, buy/sell stocks and mutual funds with CIBC Investor's Edge Discount Brokerage, and more.

Customers respond to increased convenience

It's one thing for customers to register for a new service, and another to have them actually continue to use the service after the initial excitement wears off. A study commissioned last year shows that 29% of CIBC's customers prefer to do all of their banking electronically compared to an average of 18% for all Canadian banks. "Our customers are telling us that it's made their lives a lot easier by helping them to manage their money a little better," says Cyr.

For more information please contact your IBM Marketing Representative or IBM Business Partner.

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