

# Transforming the customer experience by embracing digital banking



Size: 5000 employees | Industry: Retail banking | Headquarters: Ho Chi Minh, Vietnam

Vietnam International Bank (VIB) has become one of the leading commercial joint stock banks in Vietnam, with a nation-wide network of 162 branches in 27 core provinces. As young Vietnamese become increasingly digital-savvy, VIB saw the opportunity to redefine what a bank meant to its customers. The bank sought to deliver an enhanced experience to them, through the rollout of a range of exciting applications and services on its mobile platform, MyVIB, and through internet banking. In 2012, the bank embarked on an aggressive digitalization effort.

## Challenges

- Roll out mobile banking applications at an unprecedented rate
- Enhance the IT infrastructure to support increasing customer transactions
- Fulfill customer needs faster by accelerating time-to-market of products and services
- Improve management at the backend, achieve a single-source-of-truth from one dashboard

## Results

- 400 applications running on Cisco ACI – with real-time monitoring and management from a single dashboard providing ‘a single source of truth’
- Faster fulfillment of customer transactions.
- Faster and a more simplified process to app deployment – from days previously to just minutes now. Improvements in network throughput and latency rate

## Solutions

- Software-defined network implemented across two data centres
- Hyperconvergence multi-cloud platform unifying storage, computing, security and networking on one platform
- Reduction in time taken for backups and disaster recovery
- Security certification in PCI-DSS compliance, due to Cisco ACI’s micro-segmentation feature
- Flexibility to roll out applications across varied cloud platforms, thanks to the HyperFlex™ solution’s adaptive platform

## For More Information

- Cisco® Application Centric Infrastructure (Cisco ACI™)
- Cisco Nexus® 9000 Series Switches
- Cisco HyperFlex™ Systems with Intel® Xeon® Processors

[cisco.com/vn/aci](https://cisco.com/vn/aci)  
[cisco.com/vn/hyperflex](https://cisco.com/vn/hyperflex)

To learn more about VIB,  
visit: [vib.com.vn](https://vib.com.vn)

## Challenge: Roll out mobile banking apps aggressively and support increasing customer transactions

Over the years, VIB has rolled out a range of mobile services through its MyVIB application to aid the vibrant lifestyle of its customers. The rich suite of mobile services have included services relating to travel, shopping, as well as payment. In 2018, the bank launched MyVIB Social Keyboard, an application that enables customers to transfer money via social networks, such as Facebook Messenger, Viber, Zalo, Whatsapp, Twitter and Snapchat in just five minutes, without needing to launch any other application. To further support convenient payments, the bank in 2018 introduced MyVIB Smart OTP, a means of authenticating transactions without needing a mobile phone connection. VIB is the first bank in Vietnam to enable such a service for online transactions.

“Our focus was to move away from being product-focused to being customer-focused,” Tran Nhat Minh, Deputy CEO of VIB, said. “We aimed to transform how our customer viewed us – not just as a provider of traditional banking and financial services – but as a holistic lifestyle facilitator.”

At the same time, the bank’s customer base had been growing. As a result, transactions across the bank’s various channels were growing at an accelerated phase – by as much as 30 to 40 percent year-on-year. To ensure that the bank’s



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IT infrastructure continued to provide a seamless experience to its customers, and to support the aggressive rollout of new applications and services, VIB needed to do a thorough review of its IT capabilities.

One of the challenges the bank faced was that its existing IT infrastructure comprised of silo-based servers, storage, software, networks and system administration. While the technology in place can be considered ‘best-of-breed’, managing this

disparate technology environment was resource-intensive and inefficient. VIB's IT infrastructure needed to be overhauled to facilitate the next phase of its growth and to support the rollout of new product and service propositions, in very quick succession.

"We needed to transform our data centres, and our time-to-market for new services needed to be much faster," Mr. Tran said. "Our customer transactions were growing phenomenally. During the holidays and weekends, the number of transactions was three to four times that during the weekdays. We needed to have in place an IT infrastructure that can support the aggressive plans we had in store."

Enhancing the customer experience was a top priority – in terms of increasing the rate at which transactions were processed (i.e. over the Internet, on mobile phone applications and at the ATM); in delivering powerful applications that provided innovative new services; as well as in improving their convenience, by digitalizing manual transactions such as filling up application forms.

## Digital possibilities

As VIB's digitalization efforts gathered pace, a need was foreseen for the implementation of powerful solutions that will simplify and streamline its IT infrastructure as well as support its business aspirations. Two exciting technologies – software defined networking (SDN) and hyperconvergence technology – were considered as critical enablers. Cisco's SDN solution, the Cisco application centric infrastructure (ACI) and hyperconvergence solution, HyperFlex™, were

evaluated and deemed to be the industry's most comprehensive offerings.

Cisco's ACI APIC Controllers and Nexus 9000 switches, as well as HyperFlex™ systems were implemented. The ACI solution was implemented in 45 days across two data centres, while the Hyperflex solution was implemented in just three hours.

The results were immediate.

Mr. Tran said: "We improved our network

throughput ten times, and our time-to-market for new services is now also faster. Customer requests are processed five times faster than before. Now we have 400 applications running on Cisco ACI, giving us a single source of truth from one dashboard."

He added: "This meant faster processing and fulfillment of customer transactions – up to five times faster. We also improved upon our network latency rate by as much as 85 percent."



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Tran Nhat Minh, Deputy CEO of VIB

## Enhanced security and redundancies

Cisco ACI contributed significantly to the bank's redundancy and security infrastructures. Time taken for backups decreased from 12 hours to 4.5 hours, allowing the bank to accomplish more data backups in any time frame. The bank also achieved an 80 percent improvement in disaster recovery speeds.

In addition, the Cisco ACI solution's micro-segmentation feature helped VIB achieve certification in PCI-DSS compliance – something that would have been impossible to achieve using legacy technologies, without extensive re-engineering. In the event of a security breach, micro-segmentation minimizes the attack 'surfaces', thereby mitigating the risk from spreading across the organization.



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## Future-ready

The ACI and HyperFlex™ solutions provided VIB with a considerable amount of flexibility and openness. The solutions provide support for up to 65 ecosystem partners. ACI's open software development kit meant that an engineer can use the kit, script or code to configure or reconfigure applications, whereas previously he would have needed to login to different devices to make changes.

Another advantage of the HyperFlex™ solution was its adaptive platform, which allowed it to be integrated with varied cloud environments – on-premise, private, public and hybrid. “Cloud is the future, and the adaptability of the solution is highly beneficial, allowing us not

only to deploy an application across any cloud environment, but also to choose the cloud model that was best suited to it,” Mr. Tran said.

“The ‘pay as you grow’ aspect of the solution proposed to us was economically appealing, solidifying our partnership with Cisco, as we grew and scaled the services we provided on the cloud,” Mr. Tran continued. “Cisco has become a valuable partner in our digitalization journey and to our success.”

The bank today is rolling out new services every month on its mobile banking app, myVIB. “We are a much more agile organisation today, able to respond to customer needs quickly,” Mr. Tran added. “We are excited about the future.”