



## VMware Case Study



### TISCO Counts on VMware Horizon® to Enhance Delivery of Digital Services

By deploying VMware Horizon®, TISCO Financial Group (TISCO), one of Thailand's leading financial institutions, has empowered its employees to work anytime, anywhere. Besides high cost savings and business mobility, TISCO ensured data security and compliance, extended the lifespan of its desktops, while enhancing disaster recovery capabilities with VMware. With a more efficient and secure IT environment, it can now focus on growing its business and deliver better customer service for Thailand's growing digital banking demand.

TISCO Financial Group (TISCO) is Thailand's first investment bank with 57 branches serving customers around the nation since 1969. Today, it has expanded its financial services portfolio to include retail, SME and corporate lending, retail deposit, private banking, bancassurance, cash management and custodian services, to serve the growing needs of the Thai economy.

#### The Challenge

Due to higher demand for the company's service offerings, TISCO has been experiencing rapid growth over the last few years. However, the fast pace of growth was putting a strain on its core service delivery infrastructure. At the same time, it wanted to transform itself to better respond to the needs of its customers across Thailand through its digital banking services. TISCO had to look for new technologies that could change the way its business operates.

For each loan approval, TISCO sales and marketing staff must capture and submit pictures of customers' assets as guarantees and mortgages back to the office. From personal to car loans, TISCO staff require the ability to work outside of office to deliver several personal banking services to its customers. The tedious process resulted in a lot of time spent travelling to and from the office, creating the need for greater mobility across the company.

On the back of rising digital banking and financial technology adoption trends, TISCO wanted to transform its IT to strengthen its sales and marketing workforce to better service its customers. TISCO's employees had to be more mobile to support the company's transformation and customer expectations. They needed to be empowered to work between locations, and deliver faster service to customers nationwide, while maintaining security control and meeting compliance requirements.

#### The Solution

TISCO found an answer in virtual desktop infrastructure (VDI) and a reliable partner - VMware. The deployment of VMware Horizon® eased the company's migration to the Windows 7/8 platforms, enhancing up to 70 percent of the organization's mobility. Through this industry-leading VDI solution which simplifies desktop management, TISCO's sales and marketing force is now able to access the information they need when moving between branches, or working remotely outside Bangkok. More importantly, they are now empowered to serve their clients anytime, anywhere.

According to TISCO, VMware Horizon® is easy to deploy and seamlessly compatible with its existing infrastructure. Not only does it transform static desktops into virtual workspaces that can be delivered on demand, it also secures TISCO's data and simplifies compliance by providing end-to-end management of virtual desktops. Additionally, VMware Horizon®'s consistently great end-user experience across devices, locations, media and connections allows TISCO's employees to focus on building clients relationships

#### Industry

- Financial Services

#### Location

- Bangkok, Thailand

#### Key Challenges

- Equip employees with anytime, anywhere access to business applications so they can be more efficient and effective
- Enhance agility to improve customer service and satisfaction
- Ensure disaster recovery and security across the organization

#### Solution

- VMware Horizon®

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"As Thailand develops its digital economy, TISCO saw the need to invest in technology and prepare ourselves for the future. Mobility is key to enabling digital banking services, and we wanted to enable our employees with the ability to service customers anytime and at any place. VMware's virtual desktop technology empowers our employees with this mobility, enabling the agility to better service customers and bring in new businesses."



Oranuch Apisaksirikul, CEO,  
TISCO Financial Group

### Business Benefits

- Enhanced enterprise mobility for faster customer service delivery
- Improved business mobility and data security
- Reduced infrastructure management requirements and costs
- Faster disaster recovery

### VMware footprint

- VMware Horizon® Enterprise
- VMware vSphere® with Operations Management™

### Partner

- MFEC

### Business Results & Benefits

Together with VMware, TISCO achieved its goals of improving business mobility and data security, reducing infrastructure management requirements and costs with VMware Horizon®. The virtual desktop environment enabled TISCO's staff with access to company systems and data from anywhere and with any device. Employees can launch critical banking applications such as car loans or leasing management, and respond faster to internal and customer queries when out of the office, enabling faster delivery of services and enhancing the business' mobility.

"As Thailand develops its digital economy, TISCO desired to invest in technology and prepare ourselves for the future. Mobility is key to enabling digital banking services, and we wanted to enable our employees with the ability to service customers anytime and at any place. VMware's virtual desktop technology empowers our employees with this mobility, enabling the agility to better service customers and bring in new businesses," said Ms. Oranuch Apisaksirikul, CEO of TISCO Financial Group.

Besides assisting TISCO transform its business and address the challenges in banking today, VMware Horizon® also allowed TISCO's IT department to centrally manage all employee desktops, support BYOD, ensure business continuity and improve data security. VMware Horizon®'s centralized operation of the desktop environment gave the TISCO IT team greater control in resource allocation, with greater accuracy in determining peaks and troughs in workloads. Centralized management also enabled faster and more successful upgrading of solutions across the company, with upgrading time reduced from two – three months to just one – two weeks.

Data no longer resides in end-users' devices and PCs, but on the servers with VMware Horizon®. With computing and processing now conducted on servers, TISCO can continue using old laptops and devices, increasing the lifespan of TISCO's desktop assets from five to seven years. In addition, as data is no longer stored on devices, the risks of data loss as a result of device misplacement or human errors, are significantly reduced. TISCO's disaster recovery capabilities were also greatly improved. With recovery taking two minutes instead of three days, this minimized the risks of losing confidential information like customer records and transaction histories.

"In addition to high costs savings, the deployment of VMware Horizon® also enhanced TISCO's business mobility. Our employees are more productive and engaged, with many reporting higher end-user satisfaction due to a more consistent and high-quality mobile experience. With VMware, we are able to improve our agility and responsiveness to customer demands, and are better equipped to serve Thailand's growing digital economy," added Ms. Apisaksirikul.

### Looking Ahead

Now at 70 percent, TISCO is currently planning to virtualize 90 percent of the desktops across 57 branches by 2016. With an efficient IT environment, it can now focus on growing its business and deliver better customer service. In the near future, it is looking to deploy network virtualization in order to serve the increasing needs of Thailand's growing digital economy.



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