

TOGETHER WE GO TO THE NEXT LEVEL THROUGH
EFFECTIVENESS AND EFFICIENCY



Driving Business Growth and Customer Service Delivery with Virtualized IT Infrastructure

With the deployment of VMware vSphere® Enterprise Plus and VMware vCenter Operations Suite 5.6., Adira Finance, one of Indonesia’s largest automotive financing company, enhances agility, reduces costs with increased operational efficiency to provide faster and better service to its customers to stay competitive

PT Adira Dinamika Multi Finance Tbk or Adira Finance was established in 1990 and committed to be the largest and leading financing company in Indonesia. Adira Finance offers multi financing support for new and second-handed automotive vehicles. In 2004, Adira Finance 2004 conducted an Initial Public Offering (IPO) and Since January 2004, PT Bank Danamon Indonesia Tbk has been the Company’s controlling shareholder.

Based on the Company’s latest figure of income, consumer financing and receivables, Adira Finance is one of the largest financing company in Indonesia. Adira Finance has over 2,600 employees with more than 600 outlets located across Indonesia. It serves up to 3.6 million customers and up to 11 thousands partners/dealers, as of March 2015. Adira Finance has over Rp40 trillion of managed assets.

The Challenge

Cost and efficiency challenges along with the business growth

Since its inception in 1990, Adira Finance has been growing rapidly. This led to the corresponding growth and complexities of the company’s ecosystem and IT. With the growth of its business, Adira Finance faced the challenges of having to provide faster and better service to its customers to stay competitive in the Indonesian market.

Adira Finance had to continuously add datacenters to cater to the increasing amount of data and resources.

“Before 2004, all our branch offices had stand-alone servers. Each server meant thousands of dollars in investments resulting in high IT capital expenditures. In addition, each new physical datacenter required over three to four months of provision and delivery, which significantly slowed down our operations,” said Cornel Hugroseno, Director of Information Technology, Adira Finance.

The credit approval process then was relatively long and time consuming due to multiple exchanging process of approval, back-and-forth, between the head and branch offices before finally reaching the dealers. With the company’s increasingly distributed workforce, system availability became even more critical.

With more complexity added, IT infrastructure was not able to deliver customer service at the optimal pace. It took three to four months to deploy or provision new infrastructure to support new business needs - such as servers and applications. This has slowed down service delivery time.

Additional expenditures were also incurred with the opening of each branch office with the purchase of new servers to support the services. Furthermore, in a heavily regulated industry, Adira Finance also needed to ensure the management and protection of critical data and compliance with data privacy regulation. These motivated Adira Finance to build a new IT infrastructure that is fast and reliable, to meet the company’s objectives of increasing efficiency

INDUSTRY

Consumer Financing

LOCATION

Indonesia

KEY CHALLENGES

- To improve delivery time to enhance its ability to deliver new features to the business more quickly, and enable the capturing of business opportunities and win competition. Hence, needed a flexible and agile infrastructure as an advantage to improve delivery time
- To improve quality of services and deliver new services that will help the business grow, reduce costs, and comply to regulatory policies
- To deliver right investment and better cost efficiency
- To ensure the right levels of security and resiliency across all business data and processes

SOLUTION

Virtualization is already available on market, which is more cost efficient and optimized for business, able to speed up delivery time and operational efficiency, increase availability, and gain visibility across virtual infrastructure



“Our strategic approach to virtualizing all datacenters with VMware has brought about many benefits to the business. The IT department has transformed into one that is more cost efficient and productive. We have also achieved significant capital and operational cost savings. With only 24 machines running, Adira Finance has managed to cut investment on servers by 20% and power consumptions by 64%.”

Cornel Hugroseno
Director of Information Technology
Adira Finance

BUSINESS BENEFITS

- The number of physical servers are reduced significantly from 220 to only 24 while maintaining expected performance
- Improved service delivery to business by reducing time to provide server resources from 3-4 months to only 1-7 days
- Reduced service downtime by using the built-in feature of VMware vSphere®
- Reduced power consumption by 64%
- Reduced investment by 20%

in business processes, ensuring security, enhancing customer service and business productivity. The highly competitive financing industry and environment also meant that Adira Finance had to improve its agility to stay ahead of the game.

A centralized datacenter reduces investment on physical servers

To provide employees with a new system that enabled fast, accurate and efficient service delivery, Adira Finance decided to build a new centralized infrastructure in 2004.

“We needed a powerful system that could consolidate the infrastructure and business critical applications. We decided to build our first centralized datacenter in 2005 and commenced full operations in 2006. With a centralized datacenter infrastructure and operations management system, our employees are more productive and can collaborate better.” added Cornel.

The company also needed to support a number of applications to support business operations. As the business grew, there was an increasing need to maintain the business applications and provide sufficient storage capacity, putting pressure on the company's datacenter management capabilities.

Since the implementation of centralized datacenters, Adira Finance was able to streamline its processes, allowing for information to be sent to the head office directly and enabling the delivery of faster and more accurate services to customers. More importantly, this meant faster detection and provisioning of emerging new application requirements alongside business growth.

“The need to run new applications had driven the company to heavily invest in new servers resulting in high operational and capital costs. As more servers are being added to the datacenter, the frequency of downtime also increased. In addition, the challenge of managing 200 servers caused spatial constraints and motivated Adira Finance to adopt virtualization.” Cornel said.

The Solutions

The migration of IT environment from physical to virtualized datacenters

In its quest to find the right virtualization solution to meet its high growth and heavy application needs, Adira Finance engaged various providers from 2008 to 2012. After several trials, the company decided that VMware provided the best fit for its needs.

“We needed a solid IT foundation to build a robust infrastructure network. VMware's solution testing conducted in 2012 showed high system stability. We thus decided to work with VMware to help us build an IT infrastructure optimized for our business and operational efficiency,” said Cornel.

Adira Finance conducted datacenters migration in multi-year phases. The organisation shifted its 66 physical servers to 8 VMs in 2012, followed by the migration of 38 physical servers to only 6 VMs in 2013. In the third phase of migration in 2014/2015, the company has managed to migrate 116 servers to only 10 VMs. Since then, new requested servers are provided on VMs-based.

Enhanced efficiency with optimized IT infrastructure

VMware vSphere® Enterprise Plus with VMware vRealize Operations Manager™ not only allowed for better resource management, but also enhanced performance and visibility across the virtual infrastructure. This meant that Adira Finance's IT was able to visualize system performance in detail, enabling more efficient systems operation management.

VMware's vSphere® Enterprise Plus also allowed virtual machines to be run from one host to another, allowing continuous service availability with lesser disruptions with significantly reduced recovery times. It also enabled live migration of workloads over distances. This was essential as branch offices were spread throughout Indonesia.

VMware virtualization solution implemented on Windows and Linux based servers enabled Adira Finance to run business critical applications, such as MS Active Directory MS SQL, MS Exchange, Symantec, IBM Websphere, Oracle Application Server, and Microsoft Internet Information Server.

“In the past, it took days for us to recover in the event of any disruptions. Since the implementation of VMware’s vMotion, we are now able to move ‘live’ from one host to another while running virtual machines, thereby maintaining continuous service availability. Recovery now takes less than two hours, allowing us to run faster and more agile as an organization.”

Cornel Hugroseno
Director of Information Technology
Adira Finance

VMWARE FOOTPRINT

- VMware vSphere® Enterprise Plus, and vRealize Operations Manager™

APPLICATIONS VIRTUALIZED

- MS Active Directory, MS SQL, MS Exchange, Symantec, IBM Websphere, Oracle Application Server, MS Internet Information Server, Etc.

PLATFORM

Linux/Microsoft Windows

With virtualization, Adira Finance reduced the number of physical servers from 220 to only 24, with all Wintel based servers have been fully virtualized. It also allowed for better management of performance and greater visibility across the virtual infrastructure. This meant that Adira Finance’s IT was able to visualize system performance in detail, enabling more efficient systems operation management.

The Benefits

Virtualization strategy has brought about significant CAPEX and OPEX efficiency

Leveraging VMware’s virtualization solution allowed Adira Finance to improve efficiencies and reduce both capital and operational expenditures. With the third phase of server virtualization completed in 2014, now Adira Finance only need to run 24 servers, and this meant a substantial reduction in floor space utilized.

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Faster provision and response

Adira Finance’s IT department can now be able to deliver faster response and delivery for each business need. Deployment time is significantly shortened from three to four months to only one to seven days. Adira Finance also benefitted from the ease of maintenance and reduction in service downtime with the built-in feature of VMware vSphere®, resulting in faster service delivery to customers.

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Looking Ahead

As the market landscape continues to be more demanding and fluid, Adira Finance is preparing to further leverage its virtualized infrastructure to improve the manageability of its IT resources and change the way that the IT team provides resources to the business. Satisfied with the solutions offered by VMware which have reaped significant and valuable results, the Company looks to further its technology deployment through disaster recovery and network virtualizations solutions.

With a robust and agile infrastructure, Adira Finance now possesses the foundation for the organization to deliver services and applications required in a fluid, instant and secure manner, to best serve the needs of customers in Indonesia today.

For more information, please visit <http://www.vmware.com/products/vsphere/>

