



VMware Workspace ONE allows staff to seamlessly transition to working from home



Eliminates downtime so staff can continue to be productive



Grows revenue from mobile app and client base

Seamless Switch to Remote Working Helps Investment Bank Grow its Client Base

Genghis Capital modernized its technology infrastructure in 2017. The investment bank adopted full cloud computing with a remote work setup that allowed staff to work outside of the office. The setup includes enhanced high-regulatory compliance for business continuity, remote office capabilities, and robust system access. A mobile app allows clients to engage without visiting in person. When the COVID-19 pandemic struck in 2020, the company was able to seamlessly switch back to the remote-working enabled years earlier to continue to serve clients and grow its client base.

Transforming investment banking services in Kenya

Established in 2008, Kenyan investment bank, Genghis Capital, provides innovative and client-focused investment solutions. It began life as a stock brokerage and has since expanded its services to also include corporate finance, investment research, and asset management. A participant of the Nairobi Securities Exchange (NSE), the bank is licensed by both the Capital Markets Authority (CMA) and the Retirement Benefits Authority (RBA). Genghis Capital's vision is to become the leading investment solutions provider in the region.



Genghis Capital Ltd is an innovative and client-focused investment solutions provider licensed by both the Capital Markets Authority (CMA) and the Retirement Benefits Authority (RBA). Since its establishment, Genghis has achieved tremendous growth to offer a well-diversified portfolio of financial services.

INDUSTRY

Financial Services

LOCATION

Nairobi, Kenya

VMWARE FOOTPRINT

VMware Workspace ONE

RELATED CONTENT

- [Video](#)



Safeguarding high levels of client service

To achieve its vision, Genghis Capital recognized that it must offer clients world-class investment services and, at the same time, create an exciting and satisfying working environment for its people. With core values that include conducting its business operations in a way that is consistent with its own and its clients' high expectations, the bank is on course to attain its ambition. In 2017, the bank underwent a technology transformation, transitioning from a successful VMware on-premises environment to VMware services in the cloud – becoming the first investment bank in Kenya to be 100 percent based in the cloud.

Fast forward to the 2020 pandemic: “We requested staff to remain at home and work from where they were,” says Jeremiah Change, head of alternative channels and technology at Genghis Capital. “We needed to make sure we had a seamless operation in terms of all the partners being able to continue to work and all our clients being able to be served and access the services.” It was, after all, also very important for Genghis Capital that, for their own safety, its clients wouldn't need to visit its offices, yet would still be able to get that important one-on-one personal touch.

The investment bank needed a digital workplace for internal business operations for staff across all departments. It also needed digital platform technology channels to serve its clients, empowering them to interact with its products and services as well as allowing them to interact with support teams digitally.

Adopting a secure and reliable remote workplace solution

The bank's investment in VMware Workspace ONE™ back in 2017 saw staff transitioned from Regular Desktops Infrastructure (RDI) to Virtual Desktops Infrastructure (VDI) on Google Chromebooks, with single sign-on authorization via VMware Horizon® Client. The applications that staff were using were virtualized so they could progressively work remotely outside the office, even visiting clients and demonstrating its products and services from their machines.

A mobile app based on Workspace ONE technology rolled out in 2019 allows clients to engage with Genghis Capital from their mobile devices without having to visit or call the office. Every Monday morning, the company shares research-backed investment advice and tips via the app. “Our G-Kuze mobile app allows our clients to digitally onboard, move funds, trade, and chat for advice or clarification,” states Change.

When the pandemic hit, Genghis immediately saw the value of its investments in VMware technology over the past years. Staff were already familiar with working remotely, so working from home was an easy transition. They already had VPNs set up and understood how to connect. They already understood cybersecurity threats.

“With VMware Workspace ONE, all of our staff were able to perform their day-to-day duties remotely during a self-isolation period.”

JEREMIAH CHANGE
HEAD OF ALTERNATIVE
CHANNELS & TECHNOLOGY
GENGHIS CAPITAL

“This enhanced high-regulatory compliance for business continuity setup, remote office capabilities, and robust access to our systems allowed us to seamlessly transition,” reveals Change. “Most staff were able to continue working, which meant we could continue serving our clients despite the COVID-19 outbreak.”

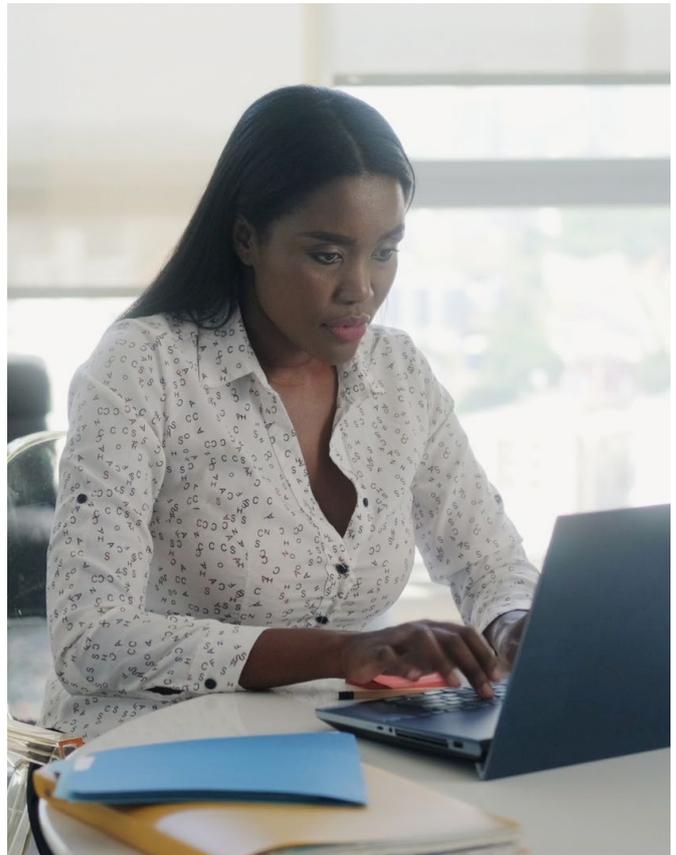
A robust platform that clients buy into

The bank continues to see high levels of staff productivity. The VDI in Workspace ONE allows staff to log in remotely with secure access to view their environment, serve clients, serve other departments with dependencies, hold virtual meetings, and onboard new clients. “With VMware Workspace ONE, all our staff were able to perform their day-to-day duties remotely during a self-isolation period,” explains Change. “Meetings can take place using digital collaborative tools, and staff are able to transact or advise clients on any information required to complete a process.”

Having a managed VDI eliminates downtime that staff might have otherwise experienced. When staff have an issue that they need addressing, support can respond in minutes and get staff back working. Moreover, staff working remotely don't need to bring their machines to the office to gain access to new services or applications. Support can provide it in just a few seconds through the VMware platform.

After the pandemic broke out, Genghis Capital also saw a surge in clients opting to use its platform via the mobile app. It also saw a surge in clients moving from its competitors. “Our competitors were telling their clients that they were not in the office, unable to access their systems and unable to serve them,” says Chung. “Meanwhile, we saw great spikes in revenue from our mobile app as well as growth in our client base.” Added to that, the bank is also seeing that it is better able to analyze and understand its clients when they interact with the bank digitally.

VMware technology is also helping the investment bank reduce costs. It now no longer needs dedicated internet bandwidth in the office. Today, just three or four links for redundancy and backups need to be fairly high speed and incur a monthly expense.



Looking ahead

During the pandemic, the bank focused on enhancing its future-ready workforce. It is improving the client experience on its live technology products and rolling out updates on new technology products. The bank is also looking at how VMware technology can help drive a more sustainable future. “Virtual annual general meetings for our clients and virtual board meetings for our execs, and a platform for virtual contracts instead of printing paperwork,” concludes Chung. “Our VMware technology will help us continue to work efficiently from home during the pandemic and become greener in the long term.”



@genghiscapital implements #VMware #WorkspaceONE for a #future-ready workforce