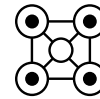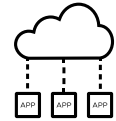| Centralized management of applications and devices	Securing critical applications and employee data	Enterprise-grade capabilities, simple and consistent operations, and flexible consumption	Empowered infrastructure teams; fast provisioning for running resource-intensive applications	Mobile-first capabilities for seamless user access to applications in the cloud

VMware Empowers IndusInd Bank To Deploy Applications Faster At Multiple User Endpoints With Centralized Management

Bank aims to innovate faster with VMware Solutions

IndusInd Bank's vision to provide best-in-class digital banking service required the right technology support to achieve industry dominance. VMware's solutions helped the bank get centralized control over their applications hosted either on-premise or on public cloud to bring agility in delivering business outcomes and consumer applications with a mobile-first strategy, keeping the employee experience in mind. This has allowed IndusInd Bank to undergo a digital transformation journey that is adaptive to modern applications and that enables enhanced services for its customers.

Introduction

For 26 years, IndusInd Bank Limited has served customers, both individuals and institutions, to grow financially. The underlying mantra of 'Customer Responsiveness' has made the bank a trustworthy financial partner for all their customers. Over the years, the bank has been a pioneer in developing services and solutions that are centered around enhancing customers' banking experience.

IndusInd Bank

IndusInd Bank was established in 1994, primarily to serve the Non-Resident Indian (NRI) community, under the chairmanship of S. P. Hinduja. It is known as the first among the new-generation private banks in India.

INDUSTRY

Banking, Financial Services and Insurance

HEADQUARTERS

Mumbai, Maharashtra, India

ABOUT THE PARTNER

VDA Infosolutions Pvt. Ltd. is a well-known IT solutions provider headquartered in Mumbai, India. The organization helps companies to align their IT with their business needs.

VMWARE FOOTPRINT

VMware Cloud Foundation™
VMware vSAN™ Enterprise
VMware Cloud™ on AWS
VMware NSX® Data Center Enterprise Plus
VMware NSX® Advanced Load Balancer
VMware Tanzu Observability by Wavefront®
VMware Workspace ONE™
VMware Workspace ONE™ Boxer
CloudHealth by VMware®

vmware®

Some of these include digital innovations that have helped customers transition smoothly to the online banking environment. The IDC FIIA 2019 Financial Insights Innovation Awards named IndusInd Bank Limited as "Asia's Leading Partner Bank". The bank was also awarded the Times Now India Digital Awards 2019 for the "Most Innovative Money Transfer Product/Service".

Technology and innovation have always been top priorities for IndusInd Bank - the key drivers for achieving customer satisfaction. A strong IT backbone has enabled the bank to support innovations that keep the business moving seamlessly and ahead of competition. To continue offering vital, innovative solutions for customers, the bank needed dependable IT infrastructure for its employees to ensure glitch-free execution of business.

A hybrid cloud solution for a versatile IT infrastructure

With the VMware Cloud Foundation™, VMware helped IndusInd Bank deploy a hybrid cloud, running on both on-premise infrastructure and the VMware Cloud™ on AWS. VMware Cloud Foundation™ offers an integrated cloud infrastructure which includes compute, storage, networking, and security solutions. This has enabled the bank to deploy a truly hybrid cloud, powered by VMware NSX® Data Center to provide virtualized network security, protecting all applications and workloads on every level.

VMware vSAN™ was deployed to deliver the best software-defined storage solution for IndusInd Bank. This storage virtualization software empowered the bank's hybrid cloud to run critical applications, both traditional and cloud-native.

VMware Cloud™ on AWS allowed the bank's IT to be more flexible and better equipped to scale up or down in alignment with the business needs.

This was supplemented by the centralized Cloud Management Platform, which leveraged the power of products such as the VMware vRealize® Suite and VMware Tanzu Observability by Wavefront® to further optimize management of the cloud environment. Additionally, VMware vRealize® has helped IndusInd Bank build self-driving operations to optimize capacity.

Enhancing end-user computing capabilities

IndusInd Bank deployed the VMware Workspace ONE™ standard platform to increase productivity and enhance end-user computing for its employees. With mobile applications built on the Workspace Software Development Kit, the bank's employees were empowered with powerful computing capabilities on their mobile devices, accessible anytime, anywhere. Furthermore, the bank is now able to expand its user base to meet growing business needs.

"To create a robust platform for our evolving digital experience capabilities, we needed a scalable and agile solution that could handle a significant increase in customer transactions in both assisted and direct channels. For mission-critical workloads, VMware Cloud on AWS allowed us to enhance the on-premise private cloud set-up, with the flexibility to scale up on demand across private clouds in AWS and on-premise, thereby ensuring that we leverage the proven capabilities of scale with consistency and availability for our businesses."

BISWABRATA CHAKRAVORTY
CHIEF INFORMATION OFFICER, INDUSIND BANK

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Workspace ONE™ helped the bank create applications for operations such as Tab Banking, Digital Banking, Digital Collections and more, implemented across more than 50,000 devices.

The VMware Workspace ONE™ platform also provided a productivity layer for secure email access and other productivity use cases.

Digital innovation has always been at the heart of IndusInd Bank. It is the first bank to introduce the industry-first Alexa Voice Banking, a Video Branch and Duo Card, which is a combination of a debit and credit card. It also pioneered the practice of giving customers the flexibility to choose their account number and preferred currency at ATMs. These innovations have stood the test of time and have enabled IndusInd Bank to gain strong brand recall. The bank strives to continuously launch innovative, best-in-class solutions to improve the customer experience.

Building the future by staying one step ahead

To achieve a fast, secure, and scalable application experience, the bank has recently deployed the VMware NSX® Advanced Load Balancer, which delivers applications to an end-user with Global Server Load Balancing (GSLB) capabilities. This improves the reliability of application provisioning from across on-premise and cloud platforms.

The Challenge

IndusInd Bank has been at the forefront of innovation, always centered around building great customer experience. The bank wanted a platform that could run across any cloud infrastructure. Additionally, IndusInd's mobile-first strategy meant that the platform had to support mobile applications running on employees' devices, while ensuring security and convenience. Optimizing time-to-market was also a key priority for the bank.

The Solution

VMware conducted a thorough analysis of the bank's application landscape and its growing needs. To address these needs, 3-year strategic roadmaps were developed for years 2016-2019 and 2019-2022.

In the initial period of 2016-2019, the bank adopted a digital-first data center approach by migrating all operations on its Wintel/Linux into the SDDC (Software-Defined Data Center), which addressed aspects like consistency, granular security, and efficiency on scale. The bank also adopted the VMware Workspace ONE™ platform, acting as a single console for cross form factor, cross platform, cross ISV, mobile deployment and ensuring staff access. This greatly improved the developer experience by reusing standard functions in the Software Development Kit (SDK) format, thereby reducing the time-to-market.

In Phase-2, from 2019-2020, the VMware team worked extensively with the team managing the next-generation CRM platform, along with the AWS team to better understand the upcoming project and provide the ideal solution to the bank. VMware demonstrated that VMware Cloud™ on AWS was the ideal hybrid cloud solution that would help the bank to run, protect, and scale their applications efficiently.

The Benefits

IndusInd Bank has created a robust IT environment built on VMware technology. VMware Cloud Foundation™ lets the bank employees access any cloud while maintaining consistency in operations. This level of flexibility gives the IT team leeway to develop new products more quickly, based on the business needs. The performance of the hybrid cloud is further enhanced with the software-defined storage solution, VMware vSAN™. Modernizing the data center has enhanced the scalability of their storage needs, with the bonus of

#IndusIndBank will continually innovate to offer secure, highly scalable and best-in-class experiences to customers in a digital-first journey alongside partners, including **#VMware**

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achieving cost-efficiency from low reliance on hardware. With a virtualized data center, IndusInd Bank is now cloud-ready to adopt future innovations.

By onboarding the Pro Collect App on the Workspace One platform, VMware Professional Services has enabled IndusInd Bank's Consumer Finance Division to allow remote Collection Agents to enter loan recovery transactions and print the receipts safely through Bluetooth-enabled secured printers for customers in Tier-2 and Tier-3 cities.

The VMware vRealize Suite® and the Tanzu Observability by Wavefront® offer insight-driven operations for the IT team, enabling them to respond quickly to business disruptions. The IT team can now understand the IT architecture and data flow more precisely and take appropriate corrective actions. These platforms have enhanced the bank's business agility. Networking is simplified and secured with the NSX integrations to suit the needs of a modern IT infrastructure.

The Workspace ONE platform has improved employee productivity and helped the bank build multiple applications on the Workspace SDK. IndusMobile, the mobile banking application for customers is now hosted on VMware Cloud. This has enabled the bank to facilitate safe and secure transactions for its customers remotely, especially in times of business disruptions like the recent COVID-19 pandemic.

VMware Cloud™ on AWS has enabled the bank to adopt a consume-as-you-grow approach, which has resulted in savings on otherwise significant upfront expenditure on hardware. Also, with VMware Cloud™ on AWS in place, the bank can continue using familiar VMware technologies and empower its infrastructure teams to run mission-critical applications with all the performance, availability, and scale requirements needed. Furthermore, the bank can now also utilize AWS-native services, further improving the digital experience. The bank also needed to have Disaster Recovery (DR) hosted at the IndusInd Bank data center, which would be based on VMware Cloud Foundation™ on HPE Synergy, to bring the same software stacks as VMware Cloud™ on AWS.

In the consumer space, VMware has helped IndusInd Bank create an application mind-map and workshop to identify further applications for the Workspace SDK.

Looking Ahead

The bank is betting big on AIOps (Artificial Intelligence for IT Operations). Hence, it is looking to leverage other VMware products such as VMware vRealize®, VMware vSphere® vMotion® and VMware Cloud™ to enable predictive identification and automated remediation of issues, and to reduce manual intervention.