



## ING DIRECT Australia improves time to market with integration and automation

### ING DIRECT Australia:

Size: More than 1000 employees

Industry: Financial services

Location:

Australia

Sydney, New South Wales

### Solutions

- Prevalidated, converged infrastructure offers performance and scalability
- Open, programmable architecture helps drive automation

### For More Information

For more information about Cisco UCS and FlexPod, visit <http://www.cisco.com/c/en/us/solutions/data-center-virtualization/flexpod/index.html>.

ING DIRECT Australia is a digital-led business that is challenging the traditional banking model. Instead of paying to maintain and operate brick-and-mortar branches, it uses those funds to drive innovation, delivering banking predominantly through digital channels. Customers appreciate the direct and personal approach. Since the bank's founding in 1999, more than 1.6 million customers have come on board.

#### Challenge: Delivering New Features Faster

To remain competitive as a "challenger" bank, ING DIRECT Australia must bring new services and features to market as quickly as possible while not compromising the highest customer service levels. The more frequently the bank can update its digital platforms, the more value it generates for its business and its customers.

"We want to be our customers' primary bank, and we're using technology as a competitive advantage to achieve that goal," says Simon Andrews, chief operating officer (COO), ING DIRECT Australia. "By 2020, we want to at least triple our primary banking customer base."

For the bank to effectively pursue its 2020 strategy, it needed to significantly improve its IT capability. Provisioning a development and testing environment for a new project took 4 months. Consequently, the bank was limited by the number of projects it could run concurrently. When new products and features were introduced, the bank had to schedule service outages, impacting customers.

"We needed a robust and flexible technology foundation to provide high service availability, increase speed to market, and offer the best customer service," says Roy Shiladitya, head of Information Technology at ING DIRECT Australia.

#### Increasing the Pace of Innovation

The bank designed a high-performance and highly automated private cloud platform for its entire operations—one that would allow it to maintain 99.99 percent uptime while still enabling rapid change, as well as keeping its operating costs down. The company worked with Dimension Data, a Cisco® partner, to deploy a Cisco FlexPod integrated infrastructure solution based on Cisco UCS® servers, Cisco Nexus® switches, and NetApp storage.

*With Cisco, ING DIRECT Australia:*



**Delivers an updated banking platform every week**



**Improves service standards for customers**



**Flips its innovation-to-maintenance ratio**

“FlexPod was the right solution for us because it’s reliable, scalable, and integrates well with our technology toolset for private cloud automation and orchestration,” says Shiladitya. “The prevalidated Cisco reference architectures fit our requirements perfectly, allowing us to move faster.”

Called the Zero Touch project, the private cloud now hosts the bank’s entire set of applications and systems, alongside a replica-testing environment that provides lifecycle management for cloud components and business services.

**New Bank Every Week**

Instead of measuring development cycles in weeks or months, ING DIRECT Australia now delivers an entirely new copy of its online banking platform every week. Developers can provision copies of the bank themselves in just 30 minutes, allowing them to test new ideas rapidly and implement new features with zero customer downtime.

“Partnering with Cisco on Zero Touch has enabled us to be much more agile and facilitate innovation,” says Andrews. “While we drove improved efficiencies, availability, and resilience, the real value is that we dramatically reduced development times and can now deliver new products

and services to market faster for our customers.”

**Better Quality of Service**

Performance has improved for all core banking applications, and availability is greater than 99.99 percent. The bank no longer requires service outages for updates or disaster recovery tests, and the entire bank can be moved between data centers in just a matter of hours, with zero downtime and nil customer impact.

“As a digital-led bank, availability and performance are absolutely vital,” says Shiladitya. “With FlexPod, the bank is always online and responsive.”

**Improved Business Agility**

With a fast, responsive workflow, the bank can react quickly to market changes and consistently improve user experiences. Customers are happier and so are employees, because IT now enables agility and faster speed to market.

“As an organization, we used to spend 75 percent of our time running the bank and 25 percent on change and innovation,” says Shiladitya. “Since Zero Touch and FlexPod, we’ve been able to flip that around and spend 75 percent of our time working to deliver more business initiatives, products, enhancements and innovations for our customers.”

*Products and Services*

**FlexPod Data Center**

- Cisco UCS B200 M3 and B200 M4 Blade Servers
- Cisco Nexus 7000, 5000 and 2000 Series Switches
- NetApp FAS storage

**Security**

- Cisco Adaptive Security Appliances (ASA)

- Cisco Identity Services Engine (ISE)

**Microsoft Solutions**

- Microsoft Windows Server 2012 R2
- Microsoft Hyper-V
- Microsoft System Center 2012 R2

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**Simon Andrews**  
COO, ING DIRECT Australia

#### What's Next

ING DIRECT Australia is implementing the Cisco Identity Services Engine (ISE) for network segmentation and access, giving it a policy management and control platform to improve security. “Part of our 2020 strategy is maximizing the value from our investments,” says Shiladitya. “Partnering with Cisco has allowed us to deliver on this because we can run lean and still be very effective.”



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