



WITH IPANEMA, KBC DELIVERS EXCELLENT
QUALITY OF EXPERIENCE TO MICROSOFT LYNC
& MICROSOFT OFFICE 365 USERS, INCREASING
PRODUCTIVITY & REDUCING TELECOM COSTS

CASE STUDY

(Re)discover Simplicity™
to Guarantee Application Performance

ipanema
Technologies



ABOUT KBC

KBC is an integrated bank-insurance group, catering mainly for retail, private banking, SME and mid-cap clients.

KBC has 36,777 employees spread over Belgium, the Czech Republic, Slovakia, Hungary, Bulgaria, Ireland and several other countries to support corporate clients from their core markets.

KBC position in the Belgian market:

- 827 bank branches;
- 470 insurance agents;
- Approx. 3.5 million customers.

BUSINESS STRATEGY OF KBC

KBC plans to improve its cost/income ratio, by increasing revenues, improving

efficiency and creating synergies through:

- **Integrated bank-insurance model**

Delivering cost synergies by avoiding overlaps between support entities and offer clients clear added-value. To reach that goals, KBC aims to develop a complementary and optimized offering of banking & insurance products and services.

- **Geographic focus on 5 core markets**

KBC defines its core markets as those in which it has a banking & insurance presence. Namely Belgium, the Czech Republic, Hungary, Slovakia and Bulgaria.

- **Local responsiveness**

Local responsiveness implies KBC to understand local clients better, to pick up signals effectively and respond to customers proactively. It also means that KBC has to offer products and services

tailored to these local needs.

- **Team cooperation improvement**

KBC fosters cross-border collaboration and leverages effects at group level in order to enhance cost-efficiency across the group. The mission is to promote synergy, dialogue and exchange wherever deemed useful within the group.

- **Business-driven corporate structure**

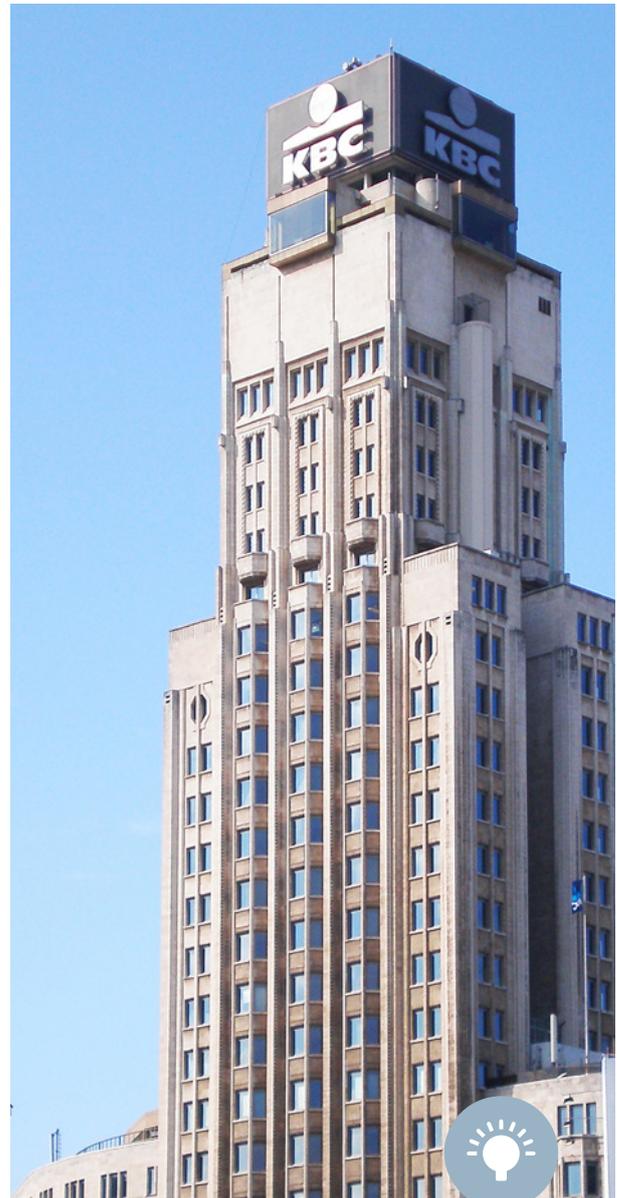
KBC is implementing a new, business-driven organizational or management structure. It is fully aligned with the strategic choices (local responsiveness, bank-insurance, client focus, etc.) and supports effective decision-making and accountability.

- **Group culture & targets**

KBC is committed to a clearly defined group culture. The group aims to become more versatile and alert by focusing on streamlined performance management and accountability for all employees. Using performance indicators, KBC establishes a clear link between strategic priorities and accountability.

KBC'S IT INITIATIVES SUPPORTING THESE BUSINESS GOALS

“Our ambition is to have the most efficient and flexible network of the financial sector in Belgium to maximally support business needs.” Says **Bart Adriaensen, Head**



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of Telecom and UC² eWorkplace, KBC Group.

In order to maximize employees productivity and reduce costs, the IT department of KBC decided to use full suite of Microsoft Lync online and Microsoft Office 365.

1. Deploy Microsoft Lync and Microsoft Office 365

After extensive discussions with the business units, these major IT transformations have been implemented by Belgian IT teams. 15,000 internal users have now full access to Microsoft Lync functionalities.

2. Maximize mobility and allow employees to work anytime, everywhere and from any device

“All bank and corporate employees can use their personal devices at work and access corporate applications at home or in any KBC site”, says **Bart Adriaensen**.

3. Improve IT department agility

KBC's goal is to have an easier and more efficient troubleshooting process and to be able to deploy new applications faster.

4. Reduce costs

In order to reduce Telecom costs, KBC reviewed the global infrastructure and looked for a new telco provider. They also decided to use full Microsoft Lync and Microsoft Office 365 in the cloud, to

replace email boxes Notes by Outlook and to avoid non justified bandwidth upgrades.

KEY SUCCESS FACTORS AND CHALLENGES

- **Maximize adoption of Microsoft Lync and Microsoft Office 365**

“With 15,000 users on Microsoft Lync and Wi-Fi accessible to all customers, we couldn't take the risk to not deliver an optimum Quality of Experience. We also needed to make sure our critical applications such as bank transactions or VoIP will not be impacted.” explains **Bart Adriaensen**.

- **Embrace BYOD policy without impacting critical business apps performances (bank transactions and VoIP)**

The human resources strategy is to allow KBC's employees to work everywhere from any device. The IT department launched a BYOD pilot in Mechelen during the summer to measure the impact of the additional traffic from these extra devices on the network. Before to become full BYOD, it was key to make sure it will not impact the business applications performance.

- **Reduce performance issues and improve the troubleshooting process**

KBC aims to **eliminate all**

network-related performance issues for new and existing applications. By **reducing the number of incidents**, the telecom team will be able to move from time-consuming troubleshooting to more innovative projects supporting the business units.

“We want to optimize the incident solving process for the eWorkplace because we aren’t able to always meet our SLAs. It requires a lot of real-time steering and precise metrics follow-up to reduce incident solving time”, comments **Bart Adriaensen**.

BENEFITS OBTAINED WITH IPANEMA

The Ipanema solution is deployed in the 827 bank branches and independent insurance agents are also covered.

The main benefits delivered to KBC by the Ipanema solutions are:

1. **Strong adoption of Microsoft Lync reaching 140,000 P2P sessions a week and moving from 92 to 3,700 Microsoft Lync conferences a week**



“



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”

Bart Adriaensen
Head of Telecom and UC²
eWorkplace, KBC Group



- Telco cost savings: 20% less landline extensions on the traditional PBX;
- Travel cost savings: 7 million kilometers saved (2013);
- Boost in tele-working: 4,900 tele-workers representing 86,000 days of tele-working in 2013.

2. Accelerated application deployment from 2 years to 6 months on average

- Smooth roll-out of Microsoft Office 365 and Microsoft Lync within six months;
- Deployment of Microsoft Lync in HQs;
- Start of Microsoft Lync implementation in the bank branches.

3. Maximized business critical applications performance

- VoIP and Bank Transactions users are protected;
- Each application inside Microsoft Lync and Microsoft Office 365 suites is managed according to its business criticality;
- Support of the new BYOD policy.

4. Significant network cost savings

- Bandwidth upgrades are avoided;

- Use of Class of Services has been stopped.

5. Faster and Proactive troubleshooting

“Ipanema definitely helps us with better metrics and guide incidents to the right person by quickly determining whether an incident is network or application-related. It allows the IT team to spend less time on troubleshooting and more to introduce new applications and functionalities in a shorter time frame.”

CHALLENGES



- Maximize adoption of Microsoft Lync and Microsoft Office 365.
- Embrace BYOD policy without impacting critical business apps performances (bank transactions and VoIP).
- Reduce performance issues and improve the troubleshooting process.

A hand is shown in the upper left, holding a single gold coin between the thumb and index finger. Below the hand, there are three stacks of gold coins of increasing height from left to right. The background is a blurred blue and white pattern.

BENEFITS



- Strong adoption of Microsoft Lync reaching 140,000 P2P sessions a week and moving from 92 to 3,700 Microsoft Lync conferences a week.
- Accelerated application deployment from 2 years to 6 months on average.
- Maximized business critical applications performance.
- Significant Network cost savings.
- Faster and Proactive troubleshooting.

ABOUT IPANEMA TECHNOLOGIES

Enterprises' Digitalization accelerates. In a world that moves at web speed, IT departments have more and more difficulties to manage the complexity of their information system.

Unified Communications, cloud computing, SaaS, BYOD, social media VDI, shops 2.0 are just a few examples of IT trends that strongly increase IT complexity.

In this case, how can you regain control and align IT with strategic corporate objectives? How can you manage more demands and usages with the same network resources to stabilize telecom costs?

With Ipanema, (Re)discover Simplicity to guarantee your application performance.

For more information, visit: www.ipanematech.com

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