

Bank Improves Network Availability, Gains Business Agility

Customer Case Study



Cisco Network Optimization Service with smart analytics helps Raiffeisen Bank respond faster to network issues.

EXECUTIVE SUMMARY

Customer Name: Raiffeisen Bank Zrt
(Hungary)

Industry: Financial Services

Location: Hungary

Number of Employees: 3150

Business Challenge:

- Deliver consistent and reliable network services across 141 branch locations
- Translate complex network-performance data into actionable business intelligence
- Improve strategic planning and design of the network infrastructure

Network Solution:

- Cisco Network Optimization Service helps optimize network to better meet business goals
- Network performance analytics increase visibility into network health and performance
- Network maturity benchmarking analytics enable competitive insight and better-informed decision making

Business Results:

- Accelerated data analysis and report generation by 50 percent
- Optimized network infrastructure through ongoing assessments, expert support, and knowledge transfer
- Improved compliance with policies and best practices through prompt identification of exceptions

Business Challenge

Raiffeisen International operates one of the largest banking networks in central and eastern Europe. Among Raiffeisen International's 15 banking subsidiaries, Raiffeisen Bank Zrt is the third-largest bank in the group and the sixth-largest bank in Hungary. Raiffeisen Bank Zrt provides banking and investment services to consumers, corporations, and municipalities across its 141 branch locations.

The success of Raiffeisen Bank Zrt is deeply intertwined with its customer service. As communications network lead at Raiffeisen Bank Zrt, Balázs Szabó spearheads the company's effort to maintain the high level of service the bank's one million customers have come to expect. "The quality of the customer experience we deliver is directly tied to optimal network performance," he says. "Even one failure could mean tremendous losses for our business, making it critical that our network run smoothly at all times."

Looking to drive greater operational efficiencies, Szabó worked closely with Cisco Services to define a holistic approach to achieving the bank's network performance goals. The bank selected Cisco Network Optimization Service for ongoing expert support, network health assessments, strategic reviews, and robust learning opportunities for industry best practices. The service will help optimize the Cisco Borderless Network, the bank's framework for providing secure, reliable and seamless access to resources from multiple locations and devices.

Because Szabó's team relies heavily on the reporting capabilities that Network Optimization Service provides, his team was eager to participate in a structured market trial for an enhanced version of the service's smart analytics automated analysis and reporting capabilities. "When we found out that Cisco was working on a new audit, analysis, and reporting solution within the Network Optimization Service, we jumped at the chance to test it," says Győző Nagy, Raiffeisen's network architect.



“With the instant network snapshot that smart analytics provides, the feedback cycle is ten times faster than before, and it has reduced our time spent on data analysis and reporting by 50 percent. Every second counts, and now we can respond to network issues much faster than before.”

Balázs Szabó
Communications Network Lead
Raiffeisen Bank Zrt

Network Solution

Delivering instant, web-based access to mission-critical network data through a rich user interface, two of the smart analytics offerings within the Network Optimization Service, network performance analytics and network maturity benchmarking analytics, provided the ideal solution to help Raiffeisen gain the insight that it needed to enhance network performance and plan more effectively.

Historically, Szabó and his team depended on paper-based reports to gain critical insight about the state of the bank's network. “We were excited to get a faster, more efficient way to translate hundreds of pages of documents and spreadsheets into more meaningful insight,” says András Réti, the bank's network management systems operator.

With the smart analytics offerings, the team found that it could filter data with the click of a button, saving a significant amount of administrative effort and providing quicker access to critical trending analyses. “The Smart Analytics portal provides a visual, easy-to-understand view of our network state,” Réti says. “Having web-based access to our network data allows us to track the progress of any configuration changes we make very closely. We can immediately see the results of our work, and if reconfigurations are necessary, take action much faster.”

Szabó's team also uses smart analytics capabilities to create customized reports for senior management and decision makers, a task that previously took weeks to complete. “There was no way before to simplify the process of translating massive data sets into meaningful key performance indicators,” Réti says. “We now have an intuitive tool that allows us to quickly dig deep into the data and make sense of it in a way that both our technical staff and management team can understand. This will be invaluable to our quarterly business reviews.”



Raiffeisen can also compare the health and performance of its network relative to anonymous peer networks of similar size and architecture with the network maturity benchmarking analytics capability. “Being able to compare our network state to other financial institutions will give us competitive insight to help us find new opportunities for improvement and make better planning decisions,” says Viktor Gódor, network engineer at Raiffeisen.

In addition to the dynamic reporting capabilities enabled by smart analytics, Network Optimization Service provides Raiffeisen with access to Cisco consultants and engineers for ongoing performance improvement, something the team lacked while working with a previous vendor. “The value of the Cisco Network Optimization Service team has proven to be immeasurable in preparing our environment to support new devices and align design standards with recommended practices,” Gódor says. “The team delivers the comprehensive feedback we need to make better decisions, faster.”

Business Results

For Raiffeisen, the greatest benefit of the new smart analytics offerings has been the anytime, anywhere access to data and the visibility that it provides into the bank's

network performance. “With the instant network snapshot that smart analytics provides, the feedback cycle is ten times faster than before, and it has reduced our time spent on data analysis and reporting by 50 percent,” says Szabó. “Every second counts, and now we can respond to network issues much faster than before.”

In addition to empowering Szabó’s team with a more nimble approach to network diagnostics, Cisco network performance analytics helps ensure the long-term reliability of the borderless network. “We depend upon device metrics to analyze network performance and inform our planning and design efforts,” Gódor says. “Having an easy-to-use, visual interface, along with tailored reports, has made all the difference for the improved health of our network, which is more reliable now than ever before.”

Szabó and his team look forward to the continual learning opportunities within Cisco Network Optimization Service, which will help them focus on more strategic efforts. “The comprehensive support, deep expertise, and knowledge transfer in industry best practices that we get from Cisco Network Optimization Service contribute to our more proactive, informed approach toward network operations,” says Szabó.

Next Steps

Raiffeisen is pleased with the results of the new smart analytics offerings within Cisco Network Optimization Service, and plans to continue using the tools to boost network performance and availability. “We rely on Cisco products and services to deliver an excellent customer experience,” Szabó says. “Over the past ten years, we’ve cultivated a great relationship with Cisco, and we look forward to continuing our partnership well into the future.”

For More Information

To learn more about Cisco Network Optimization Service, visit:
<http://www.cisco.com/go/optimize>.

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- Cisco Network Optimization Service



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