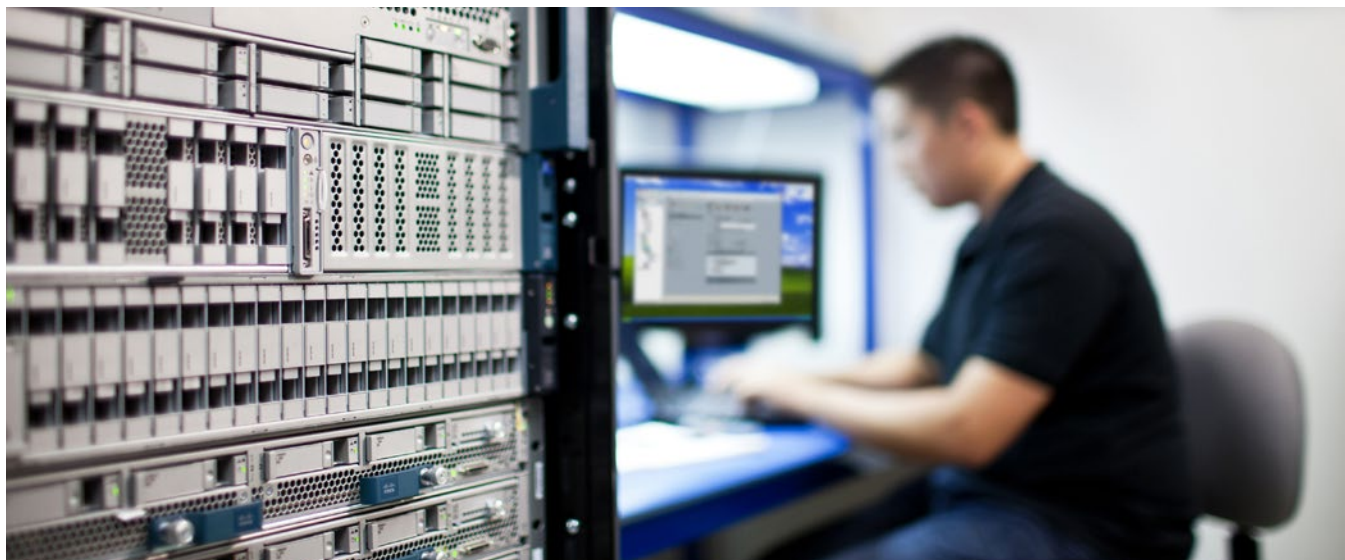


Bank Rakyat Indonesia expands domestic coverage with Unified Data Center Architecture

Customer Case Study



One of the largest banks in the country gets closer to cloud architecture with Cisco Unified Computing System™

EXECUTIVE SUMMARY

Customer Name: PT. Bank Rakyat Indonesia

Industry: Financial Industry/Banking

Location: Indonesia, Jakarta

Challenge

- Keen competition in targeted markets
- Data center services need to be aligned with business expansion
- Optimize data center operations

Solution

Cisco® Unified Data Center Architecture

Results

- Expected 35 percent reduction in operating costs
- Simplified data center management
- Scalable and flexible data center infrastructure
- IT-enabled business agility



Melayani Dengan Setulus Hati

Business Challenge

The banking industry represents a dynamic operating landscape where change is inevitable and competition is keen. To remain competitive, major financial institutions like PT. Bank Rakyat Indonesia (BRI) are constantly seeking out new markets to serve.

In particular, the rural market of Indonesia has been a growth area for BRI, and a niche which it has served successfully over the years. To sustain its market position here, BRI plans to offer micro banking services to consumers and extend banking support for mid-sized businesses in an effort to contribute to the growth of Indonesia's rural economy.

However, BRI was facing obstacles which prevented it from accelerating its business expansion to rural markets. Firstly, scaling up its legacy IT infrastructure would require significant cost, since it was still running on a compartmentalized data center structure. Poor utilization of computing and storage resources, combined with IT silos also translated into longer lead times in deploying the IT infrastructure necessary to deliver new applications and services quickly.

BRI therefore needed solutions that will not only enable it to scale its IT infrastructure to meet business needs rapidly and cost efficiently but also to achieve a "Green Data Center" and the associated energy efficiencies. "We realized that our data center model required a rethink and went about to search for a technology partner with a strong vision that could guide us in our transition to a new model," Mr. Toto Widjonarto, Data Center Deputy Manager, Bank Rakyat Indonesia.



Solution

To meet their requirements for data center transformation, BRI looked to Cisco's Unified Data Center Architecture, with a roadmap proposed by Packet Systems (a Cisco data center partner). A unified data center architecture shifts away from vertically integrated silos, towards a fluid, dynamic "fabric", capable of seamlessly delivering IT resources as the business dictates.

In this proposal, BRI would implement the Cisco® Unified Data Center, by first migrating server workloads on to the Cisco Unified Computing System™ (UCS). Cisco UCS provides an integrated, virtualized platform where application, compute, storage and networking resources can be seamless and rapidly deployed. This was completed by mid-2012, and the bank now plans to implement the next phase, which is to deploy a Cisco Unified Fabric to move its LAN and SAN infrastructure to a common network across its data centers.

Results

A unified architecture for a "Green Data Center"

By deploying Cisco UCS, the number of physical servers that BRI must purchase, deploy, and maintain has dropped dramatically, even as the company achieves increased resource availability, security and performance through an integrated architecture. The company is now able to run more applications on fewer servers, significantly reducing its data center footprint while lowering cost of ownership.

With the progressive implementation of a Cisco Unified Fabric, data center cabling will also be simplified, contributing to reduced operational expenditure throughout the expansion of data center infrastructure. The standardized connections reduced cooling and power usage of physical servers and the improved management efficiency is forecast to result in 35 percent savings in operational cost.

Unified management for a simplified IT architecture

Cisco UCS now presents BRI with a single integrated architecture, which simplifies the coordination of compute, networking, virtualization, and storage resources. BRI now has a smart, programmable infrastructure that not only simplifies but also speeds up enterprise-class application and service deployment in bare-metal, virtualized, and cloud computing environments. Both traditional physical and virtual workloads now seamlessly migrate between servers remotely via Cisco Unified Management—regardless of physical connectivity. Data center configurations can also be predefined with Service Profiles, helping BRI automate repetitive implementations whether it is infrastructure maintenance or provision, freeing IT administrators instead to work on more strategic tasks.

“With Cisco UCS, we have saved 84 hours rolling out 150 servers and expect to double that savings for the next 300. Application roll-out time has also been reduced by 40 percent”

Mr. Toto Widjonarto, Data Center Deputy Manager,
Bank Rakyat Indonesia

Repositioned for scalability and flexibility

Legacy systems which once resulted in data center silos now form an integrated computing architecture, as Cisco UCS enables workloads to be shuffled across any idle computing resources. Virtual machine mobility enables new computing resources to be provisioned “just-in-time”, enabling the bank’s strategic directions to be executed in a timely manner. “With Cisco UCS, we have saved 84 hours rolling out 150 servers and expect to double that savings for the next 300. Application roll-out time has also been reduced by 40 percent,” Mr. Toto Widjonarto, Data Center Deputy Manager, Bank Rakyat Indonesia.

Additionally, as BRI extends the implementation of a Cisco Unified Fabric within and across its data centers, the company will achieve a holistic “wire once, connect all” connectivity across its entire IT architecture. With the integrated infrastructure, BRI will get closer to its customers in rural markets for added market responsiveness. Internal users across BRI will also gain access to timely data center services. Scalability via virtualization therefore couples with network flexibility, cost efficiently giving BRI a unified implementation to its vision of being the leading bank in Indonesia.

IT-enabled business agility for market growth

With the integrated computing architecture provided by Cisco UCS and a progressive deployment of Cisco Unified Fabric across network, storage and computing resources, physical server growth has been suppressed while system availability and turnaround time will continue to increase, even as BRI expands operations and adds more users/bank branches to the network. IT resources such as virtualized servers, networks and storage will be pooled, provisioned and scaled “just-in-time” to deliver business agility.



PRODUCT LIST

- Cisco Unified Computing System
- Cisco Unified Fabric
(Cisco Nexus® 5000 Series Switches/
Cisco Nexus® 2000 Series Fabric Extenders)

Next Steps

BRI will be looking to further implement the Unified Fabric to the remaining servers across its data centers. It will also be looking to reorganize itself away from siloed IT teams, and move to a centralized service-centric model. With the Cisco Unified Data Center, on-demand scalability is now achieved. BRI will be equipped to mobilize resources as needed and develop a private cloud infrastructure that is cost efficient, agile, and poised for business growth.

For More Information

To find out more about Cisco Unified Computing, visit: www.cisco.com/go/ucs

To find out more about Cisco Unified Fabric, visit: www.cisco.com/go/unifiedfabric

To find out more about Bank Rakyat Indonesia, visit: www.bri.co.id



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