

HSBC Bank Brasil, Brazil

Barco's visualization solution raises operating efficiencies by 20 to 30%



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*Gunther Lamers, Head of the Data Center,
HSBC Bank Brasil*

In June 2009, the Brazilian magazine Executivos Financeiros applauded the brand-new Command Center of HSBC Bank Brasil with the prestigious e-finance 2009 Award. The new Center is equipped with state-of-the-art technology, including Barco displays, to ensure the 24/7 uptime of HSBC's financial services and, consequently, enhance customer services. "Its equipment and IT infrastructure make HSBC Bank Brasil a trendsetter for Latin America's banking sector", according to Executivos Financeiros.

For HSBC, the e-finance 2009 Award underlines its commitment to meeting its ambitious mission of "ensuring excellence in the delivery of financial products and services, thus maximizing value for customers and shareholders".

BARCO

Visibly yours



HSBC Bank Brasil, which is part of the worldwide HSBC banking and financial services group, is active in 562 Brazilian cities with 890 branches, and ranks amongst the ten biggest banks in Brazil. To ensure 24/7 availability of all its products and services, HSBC Bank Brasil monitors all its IT resources from its new Command Center, which opened in June 2009. A cutting-edge Barco system has helped the bank to raise efficiency and significantly improve decision-making.

"In fact we opened our first control room, an operational control room, in 2005," recalled Gunther Lamers, head of the Data Center, "to ensure the quality and uptime of our services. At the room, all sources of data relating to the bank's operations were monitored and visualized on a Barco video wall consisting of eight cubes of 50" rear-projection modules." The decision to install a Barco wall, had been instilled by the HSBC headquarters. Lamers: "Our colleagues in London had been using Barco video walls for some time and were most satisfied with the high quality of both the Barco products and services. So we decided to team up with the market leader too."

A high degree of integration

HSBC Bank Brasil's Technology and Services department was indeed delighted with the ease-of-use and outstanding picture quality of the Barco video wall. The bank therefore decided to go for more Barco when the Command Center came up for review in 2008. "Until then, our monitoring teams had been working in two separate environments - business and IT-, each one taking care of their part but without a helicopter view of the whole. We were confident that centralization and consolidation in one



single Command Center would foster cooperation and, consequently, improve customer services. And an extra Barco video wall, which could be seamlessly integrated into the existing one, would perfectly support our teams in their job," said Lamers.

Great Barco support

It took about two months to dismantle the existing video wall in the old control room, reinstall it in the new Command Center and set up the new wall, which is composed of 12 (6x2) 50" rear-projection modules with built-in DLP technology. "The Barco team was very cooperative throughout the installation and stretched every nerve to get the project done in time," said Silvio Joly, Project Manager. "Even today, now that the solution is up and running, we can ring them up, any time, and ask for help."

Fast and effective decision-making

HSBC's Command Center currently features two video walls - plus four 42" plasma TVs -, where 78 operators monitor and manage all IT resources, including telecommunications networks, mainframe environments, the distributed environment, job scheduling, the website and any other IT and operational-relevant information. "By visualizing and monitoring all operations, our decision-making process has greatly improved, thereby cutting costs in the medium and long terms. In addition, the new Command Center is also smaller than it used to be, which fosters the

synergy and integration between the operational teams and, consequently, response times," Joly continued.

Optimal customer satisfaction

HSBC now manages all its IT resources and operations much better, thus meeting the main goal of the new Command Center. Within the first few months already, the bank raised its operating efficiency by 20 to 30%. The increased insight into possible risks helps raise customer satisfaction and avoid the risk of lawsuits. Lamers illustrated this with an example: "In the past, if the customer had a problem making a payment with his debit card, he would have to call HSBC and open a service order. The Data Center would only be alerted after a few complaints and then seek a solution. Today, warnings are automatically forwarded to system analysts, who review them and solve the issues by prompt action."

ROI in two years

"Barco helps us to create a world-class financial and operational infrastructure, which allows us to achieve our mission of providing excellent financial services to our customers. In addition, the new Command Center boosts the satisfaction and productivity of our staff, which is equally important to an ambitious bank like HSBC. Taking into account all the advantages of the new Command Center, we expect to achieve full return on investment within two years' time," Lamers concluded.

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