

## Bank Cuts Costs, Boosts Efficiency with Unified Communications

### Overview

**Country or region:** India

**Industry:** Banking

### Customer Profile

The Lakshmi Vilas Bank Limited, a progressive and technology driven old generation private sector bank, has a rich tradition of eight decades in banking built on the strong foundation of values.

### Business Situation

The bank was using disparate solutions for its messaging and communications need. The lack of integration was making IT management complex and time-consuming.

### Solution

The bank deployed Microsoft Exchange Server 2007 and Microsoft Office Communications Server 2007 as part of a unified-communications solution.

### Benefits

- Unified communications
- Integrated and manageable solution
- Simplified network infrastructure
- Better customer service



**“Using Office Communicator 2007 for our messaging requirements will allow us to better control costs, as well as offer better, centralized server management.”**

Mr. V. S. Reddy, Managing Director, The Lakshmi Vilas Bank Limited

The Lakshmi Vilas Bank Limited is a fast growing, progressive and technology driven old generation private sector bank. It has a rich tradition of eight decades in banking built on the strong foundation of values. The philosophy of ‘Customer Delight’ is pursued by the bank relentlessly as is evidenced by its growing customer base and predominant presence in the retail space. The bank had a distributed architecture with individual domain servers and managing and maintaining it was proving difficult. A major disadvantage was that the level of communication was not sufficient and it was difficult keeping communication costs down. The bank sought to streamline its IT infrastructure and therefore implemented a unified communications solution based on Microsoft Office Communications Server 2007 and Microsoft Exchange Server 2007. The new solution has not only cut communication costs and improved services but has also resulted in gains in collaboration, manageability, and performance.



**“Exchange Server 2007 Unified Messaging has helped us in working more efficiently. It gives us real-time communications.”**

Mr. B. Murali Nair, Chief Technology Officer, The Lakshmi Vilas Bank Limited

## Situation

The Lakshmi Vilas Bank (LVB) Limited was founded eight decades ago (in 1926) by seven people of Karur under the leadership of Shri V.S.N. Ramalinga Chettiar, mainly to cater to the financial needs of varied customer segments. The bank was incorporated on November 03, 1926 under the Indian Companies Act, 1913 and obtained the certificate to commence business on November 10, 1926. The Bank obtained its license from RBI in June 1958, and in August 1958, it became a Scheduled Commercial Bank.

During 1961-65 LVB took over nine banks and raised its branch network considerably. To meet the emerging challenges in the competitive business world, the bank started expanding its boundaries beyond Tamil Nadu from 1974 by opening branches in the neighboring states of Andhra Pradesh, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Gujarat, West Bengal, Uttar Pradesh, Delhi and Pondicherry.

The bank today has a national presence serving over 1.4 million satisfied customers through its 251 branches and 5 Extension Counters spread across 15 states and 1 Union Territory.

The total business volume grew from Rs. 8632.57 crores to Rs. 9477.27 crores. The total income of the bank is Rs. 588.53 crores as on March 31<sup>st</sup>, 2008.

In spite of all the growth, all branches of the bank had a distributed architecture with individual domain servers. There was no centralized system management. Other drawbacks of the system were - the bank was unable to fully implement Corporate IS policies, helpdesk operations depended on

limited telephone lines, and telephone cost were very high.

In addition, the messaging system was implemented as a hosted service with external vendor. This system also had its own set of issues including, lots of spam mails, delay in sending/receiving mails, limited mailbox size, and no back up mechanism.

The bank wanted an integrated solution that would provide unified messaging and communication.

## Solution

LVB decided to meet the collaborative messaging needs of its employees. After looking at several alternative messaging solutions, the bank decided to implement Microsoft Exchange Server 2007 and Microsoft Office Communications Server 2007.

Exchange Server 2007 Unified Messaging delivers e-mail, voice mail, and faxes to users' inboxes. It also provides updated administrative functions, such as the ability to consolidate mailbox sites onto fewer, centralized server computers for easier management.

As part of the solution, the bank deployed Active Directory servers across 13 major HUB locations for around 2100 users. Now the bank has achieved 100 percent CBS status and rolled-out technology oriented and cost effective products/services on the Microsoft platform.

LVB also implemented Microsoft Office Communications Server 2007, which delivers instant messaging and presence for



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Mr. M. Manikandan, Chief Manager  
Technology Operations, The Lakshmi  
Vilas Bank Limited

real-time communications. Presence signals a user's availability using a colored alert linked to that person's presence status as set in his or her Office Outlook 2007 calendar or Microsoft Office Communicator 2007 client.

Microsoft Office Communicator 2007 is a unified communications client that helps people be more productive by enabling them to communicate easily with others in different locations or time zones using a range of different communication options, including instant messaging (IM), voice, and video.

Integration with programs across the 2007 Microsoft Office system — including Word, Excel, PowerPoint, OneNote, Groove, and SharePoint Server — gives information workers many different ways to communicate with each other via a consistent and simple user experience.

“The entire helpdesk operations of our bank are now managed through Office Communicator 2007 using Instant Messaging and Audio Chat,” says Mr. Manikandan, Chief Manager (Technology Operations), LVB.

Microsoft Exchange Server 2007 and Microsoft Office Communicator 2007 have been implemented at all the 251 branches/offices across the country.

The new solution provides LVB an enhanced communications experience that improves productivity and lowers the total cost of ownership.

## Benefits

By deploying a unified-communications solution, LVB expects to improve productivity through easy access to information and collaboration tools. Integration will simplify IT management tasks and reduce total cost of ownership.

### Unified Communications

Exchange Server 2007 and its Unified Messaging capability deliver an end-to-end unified communications platform for the bank by combining voice mail, fax, and e-mail in one inbox. Users have the same messaging experience regardless of whether they are accessing e-mail using their workstations, portable computers, or mobile devices.

### Integrated and Manageable Solution

According to LVB, the Exchange Server 2007 system is more manageable and more reliable than the previous system. New graphical and command-line interfaces offer improved manageability and increased automation while integrated tools simplify maintenance.

### Simplified Network Infrastructure

Microsoft Office Communications Server 2007 creates a simplified and easier-to-manage network infrastructure that is cost-effective, flexible, and scalable, providing the bank with automated provisioning. “Office Communications Server 2007 is a new productivity tool, simple and effective,” says Mr. N. Prabhakaran, COO, LVB. He added

further “It changes the way people do things, creating a completely new paradigm.”

**Better Customer Service**

Through the new unified communications solution, LVB will help its branches to deliver financial advice to prospective customers without the need for experts to travel for face-to-face customer interviews. “Office Communications Server 2007 is one of the best unified communications solutions for the core business of the bank. It improves services and generates more income from banking customers.” says Mr. R. Sridharan, Chief Finance Officer, LVB.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about The Lakshmi Vilas Bank Limited products and services, call 1800-425-2233 or visit the Web site at: [www.lvbank.com](http://www.lvbank.com)

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## Software and Services

### ■ Products

- Microsoft Exchange Server 2007
- Microsoft Office Communications Server 2007

## Hardware

- Exchange server: IBM x3650, Dual-Core Intel Xeon 5160 3.00 GHz/1333MHz, 4MB L2, 4GB Chipkill DDR2 SDRAM, 3 \* 146 GB Hot-Swap 3.5" 15K RPM Ultra 320 SCSI HDD

- Active Directory server: IBM x336, Xeon 3.0GHz/800MHz, 2 GB ECC ChipKill DDR2 SDRAM, 2 \* 73 GB Hot-Swap 3.5" 15K RPM Ultra 320 SCSI HDD
- Desktop: Wipro I value Intel Dual core 3.0 GHz supporting HT technology, Intel 945 G – Intel original motherboard, 800 Mhz FSB, 512 MB DDR II RAM dual channel support, 80 GB SATA Hard disk drive (7200 RPM)