Branch Transformation Networking Services

IBM and Cisco: Next Generation e-business Services

Highlights:
• IBM and Cisco have teamed to provide the next generation of branch office capabilities for retail banking.
• IBM and Cisco offer a branch transformation networking solution that can help financial institutions transform branch offices into advanced financial services centers while reducing costs and generating lifelong customers.
• IBM offers e-transformation services for infrastructure assessment and design to provide a flexible, end-to-end IT infrastructure ready to support new customers, transactions, and products.
• IBM Network Consulting and Integration Services can increase the efficiency of and converge voice, video, and data networks to help reduce costs and improve customer satisfaction.
• IBM Customer Relationship Management (CRM) Services provide contact center assessment, design, and deployment services to create a customer-centric knowledge base for improved customer experience and customer loyalty.

Branch Transformation Networking Solution from IBM and Cisco
Leadership in the financial industry belongs to companies that can provide personalized services and customized offerings delivered according to customer preference—whether in person, at the ATM, or through the Web. For most banks, branches remain the single most expensive delivery channel. Yet, branches are typically underutilized and fail to deliver the range of services demanded by today’s consumer. IBM and Cisco have joined to offer a flexible, scalable, customer-centric e-business solution to help transform the branch into a financial services center while leveraging existing systems, with the goals of increasing sales and reducing costs.

IBM and Cisco offer a branch transformation networking solution that provides innovative technologies for financial institutions to update, replace, and re-engineer branch office IT systems supporting both staff and customers to deliver a competitive vision for the future. This mission-critical model can strengthen customer loyalty and help develop the new personal financial services that today’s consumers demand while enabling smooth integration with the existing enterprise environment.

Elements of the branch transformation strategy include new Internet Protocol (IP) delivery channels such as Web-enabled ATMs for customer self-service, e-Learning and conferencing video support, wireless devices for concierge-type services, and new application technologies for tellers, loan officers, and platform officers.

IBM and Cisco are uniquely positioned to help banking institutions develop and implement an enterprise-wide branch transformation solution. The IBM and Cisco Alliance combines IBM’s global leadership in banking services, coupled with a complete portfolio of hardware platforms, middleware, and management software with Cisco’s leadership in networking products and IP Telephony. Together, IBM and Cisco can develop a customized branch transformation networking solution for your financial enterprise to help you quickly realize the business benefits.
IBM and Cisco can work with your team to customize a branch individual business requirements and help position for competitive advantage.

*IBM Customer Relationship Management Services*  
Contact Center Deployment

Throughout each phase, IBM uses proven methodologies and best practices, established through hundreds of e-business infrastructure engagements across the globe, to help position your organization for competitive advantage.

**Converged Voice, Video, and Data Networks Support Leading-edge Applications**

Now more than ever, companies need efficient, effective network infrastructures that provide employees with virtually anytime, anywhere access to information. Not only does this improve communications, it helps reduce costs, increase profits, and improve customer satisfaction. Traditional communication channels can be replaced with IP Telephony to deliver voice, data, and fax messages. IBM Network Consulting can help companies develop comprehensive plans for consolidating their communications into single IP environments. A framework for IP convergence increases the likelihood that the integration tools and utilities your business will need are already in place, and enables the addition of new e-business applications without redesigning the system.

Voice, video and data network convergence services from IBM Networking Services integrate voice and video networks to help streamline your IT infrastructure, while aiming to reduce technology and communications costs. Implementing a converged network
model can increase the efficiency of your existing resources, improve business processes, and enhance overall customer service. By integrating voice technology with the Internet, customers can have real-time interaction with service representatives. A converged network system enhances the experience for customers, enabling financial institutions and other e-businesses to achieve greater customer loyalty.

IBM's experienced professionals can converge voice and data networks with little impact to your current operations. Using Cisco’s industry-leading products and technologies, IBM can create, deploy, and maintain a converged network to help you take advantage of powerful, integrated voice, video, and data applications that support Web-enabled call centers, unified messaging, and real-time collaboration. Networking services for optimization provides an assessment of the existing network Infrastructure, and provides an opportunity to explore potential cost savings resulting from the use of new technologies and improving overall operational efficiency.

IBM Network Operations and Management Services for voice provide a remote and customer-premise delivered suite of telephony solutions from IBM for managing availability, performance, and efficiency of complex voice network infrastructures. The services team combines proven infrastructure management processes, tools and skills with those of key alliance partners to offer architecture and design, configuration, performance, and problem and change services for multi-vendor private telephone networks. IBM Network Operations and Management Services for voice can manage your complete voice telephony needs including PBX operation and management; station move, add and change; on-premise, local and long distance dialing; local exchange carrier (LEC) and long-distance administration; public switched telephone network (PSTN) interfaces; calling card management; customer care / help desk; and disaster recovery. As companies look to IP-based telephony, IBM can help design, plan, and implement the transformation from traditional PBX and circuit switched voice networks to converged voice/data IP networks using Voice over IP (VoIP) technology and On Demand Services, further increasing the potential cost and scalability benefits of the IT infrastructure.

IBM Customer Relationship Management Services can help create new opportunities for your company and provide additional value for your customers by leveraging Web-based CRM solutions to help identify, select, acquire, retain, and better serve customers. IBM offers consulting and systems integration expertise to help assess, design, develop, implement, and operate a system that can enhance your company’s customer relationships and help improve profitability. IBM also offers a full ATM solution including Web-enabled ATMs that leverage CRM data to tailor a customer’s ATM experience, cross-sell bank products, and help increase customer satisfaction and loyalty.

When implemented properly, CRM can help retail banking organizations leverage their technology and human assets to gain valuable, viable insight into individual customer preferences, and then use that information to inject value and drive profitability at every turn—from the branch office to the head office, from marketing to accounting, and through every channel. The result is an end-to-end framework for aligning, launching and implementing a value-driven, customer-centered enterprise—quickly and cost-effectively.

IBM Global Services: End-to-end Capabilities
IBM services for e-transformation, Networking Services, and Customer Relationship Management Services, shown in Figure 1, represent the services necessary to implement a prototype of a branch transformation solution. In addition to these services, IBM offers Performance Management, Testing, and Scalability Services for the financial industry. IBM and Cisco can work with your team to customize a branch transformation networking solution to meet individual business requirements and help position your enterprise for industry leadership and future growth.

Rely on the Experience of IBM and Cisco
While selecting the right set of prioritized strategies for your business is challenging, the need for experienced partners is paramount. At IBM’s Global e-business Solution Center in Dallas, Texas, and the EMEA FSS Banking Centre of Competence in Barcelona, Spain, IBM and Cisco are working together to combine their products and services to create and test solution prototypes for the financial services sector. It is this joint effort that will provide the rich, integrated solutions that solve some of the most pressing business issues currently faced by financial institutions.

Not only do IBM and Cisco advise customers on Internet strategies and solutions, they implement them internally as well. The business benefits of using networked applications throughout the enterprise—the Net Impact—has been huge and is fully compatible with IBM’s expertise in delivering e-business on demand.
IBM Global Services and Cisco: The Experience, the Service, and the Technology

The IBM and Cisco Alliance provides end-to-end networking solutions for anyone planning and implementing an e-business transformation. IBM extends vast experience in business processes, procedures, and technologies, as well as a world-class implementation and services organization; Cisco delivers world-class quality in networking hardware technologies.

No other alliance provides the same level of industry experience, comprehensive services, or advanced, available technology as IBM Global Services and Cisco Systems. For the safest, fastest entry into the next generation of e-business, contact your IBM Global Services or Cisco representative.

For more information on IBM services for branch transformation, please visit:
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