ONE VDI SOLUTION THAT SAVED A LARGE BANK'S CRM INVESTMENT IN A LIMITED BANDWIDTH ENVIRONMENT

Extensive Plans Within Limited Capacities

South Indian Bank Ltd. (SIB) is a major private sector bank with headquarters at Thrissur in Kerala, India. SIB wanted to acquire leads from one department and provide more services to their growing customer base, across 27 states and three union territories in India, by implementing a modern CRM software solution. Its ultimate goal was more engagement and satisfied customers, leading to increased revenue.

Bank management chose the on-premises Microsoft Dynamics CRM, provided by Microsoft partner CCentric, and wanted to roll it out to 600 branches. But the new solution encountered severe issues in providing the desired outcome.

Namely, around 300 branches of SIB were located in rural areas where bandwidth is still limited to a range of 96 to 128 Kbps. SIB had already fully digitalized all its applications (core banking, email, and other business apps), which were carefully designed for such bandwidth, however, the addition of Microsoft Dynamics CRM put an extra load on their network.

With no additional bandwidth in rural areas, the CRM rollout was stalled in hundreds of bank branches. The issues included prolonged and delayed processes, where regular operations such as logging in, entering new data or filling forms took more than five minutes in each step. Many times CRM would go through timeout errors due to lengthy delays and packet drops, which became a huge time drain to address and was leading to productivity losses.

It all resulted in frustrated users and produced the exact opposite effect of the bank's business goals, which was providing better customer service. access data through any device.

Failed Attempts and Costly Upgrades

CCentric, Microsoft, and SIB tried to solve the problem with many different solutions, including WAN acceleration, but the attempt to deliver CRM to remote branches failed every time.

The only option left was to upgrade the network from 96/128 Kbps to 1 Mbps, which would increase their bandwidth costs by four times across 600 branches. Also, not all branches could get higher bandwidth due to the unavailability of telecom providers, and their users would be left out of CRM functions.

At that time, SIB's investment of time and money seemed lost, while Microsoft's reputation among all other banks and BFSI customers was at stake.

After two years of experiments, when the bank was about to give up on their entire investment in the new software, CCentric introduced a new partner, Accops Systems. Hearing about Accops' success with their VDI solution, which delivers CRM as a hosted application by virtualizing the browser, SIB and CCentric decided to give them one last chance.

"Having explored all the possible solutions in the market, Accops' solution fits right in with our goal to deliver Microsoft Dynamic CRM to 300 rural branches with a limited bandwidth of 96 to 128 Kbps. Also, Accops' Single sign-on solution reduced the login time from 5 minutes to just 10 seconds. Accops has uniquely addressed all the concerns from SIB & created a highly desirable win-win for both companies." - CCentric

CRM Accessed Through a Virtual Browser

Accops' experts promptly visited rural branches and did an analysis, which confirmed the existing challenge, but also gave a ray of hope.

The demonstration and Proof of Concept of Accops' virtual browser solution showcased how CRM can be accessed even in a limited environment with only 64kbps of bandwidth. The test proved regular access to the CRM system and positive user experience in one of the rural branches.

However, soon after, users were complaining about the CRM system's slow animated menu bars and the two login procedures (to Accops VDI and Dynamics CRM).

Accops successfully solved those issues as well, by engineering a new module and a single sign-on solution.

From that point on, CRM was rolled out to all SIB branches and has been working smoothly for the last two years, even in areas with 64 Kbps or 96 Kbps of bandwidth.

Digitalization that Brought Time and Cost Savings

For SIB, CCentric, and Microsoft, Accops' VDi solution came as a knight in shining armor that saved the day:

- **CRM is finally rolled out to all 600 SIB branches**
- **Time required for the login data entry reduced from 8 minutes to one minute; login time itself reduced from five minutes to less than 10 seconds**
- **Saved investment in Dynamics CRM**
- **Avoided enormous costs and saved wait-ing time required for upgrading network bandwidth**
- **Microsoft reputation and credibility was preserved**

SIB's project was a crucial turning point in Accops' business direction.

"With this project, it has become clear that as an OEM we need to work with solution providers and solve business problems - not just deliver IT infrastructure products. Working together with CCentric and Microsoft, we've already found customers with similar problems and delivered the solution to Mahindra Finance Ltd. and Birla Sunlife Ltd., which are both BFSI organizations. We also tweaked our solution to suit the Dynamics CRM application, making sure the ROI from the Accops solution is delivered faster." Vijender Yadav, Chief Architect at Accops Systems.