

Case study

Finansbank gathers vital asset data that it can trust



HP Asset Manager provides integrated information to drive sound business decisions

Industry

Financial services/banking

Objective

Improve management of IT assets to support better business decisions

Approach

As an existing user of HP Software, Finansbank evaluated HP Asset Manager using proof-of-concept tests, benchmarking, demonstrations and references

IT matters

- Ease of implementation and technical soundness make this an effective and scalable tool
- Vital integration with other applications supports efficient data gathering and strong reporting
- Effective data integrity mechanisms improve overall control and management of assets

Business matters

- Reliable asset information produces better business decisions and enables the measurement of Total Cost of Ownership
- Improved reporting saves money by directly relating IT costs to business consumption
- Asset tracking generates valuable information on costs and asset usage resulting in more efficient forward forecasting



“With HP Asset Manager, we have a trusted source of information on our IT assets and that is important to our business.”

– Evren Kurt, senior application engineer, IBTech

Turkish bank gains better control of assets

Finansbank is Turkey’s fastest growing bank. Managing the IT assets for more than 13,100 employees at 655 branches was a complex challenge for the bank’s IT provider IBTech. Lack of integrated processes and insufficient data meant that asset reports could not be trusted and a remedy was urgently needed. HP Asset Manager lifecycle asset management software provided the answer.



Challenge

Lack of business rules

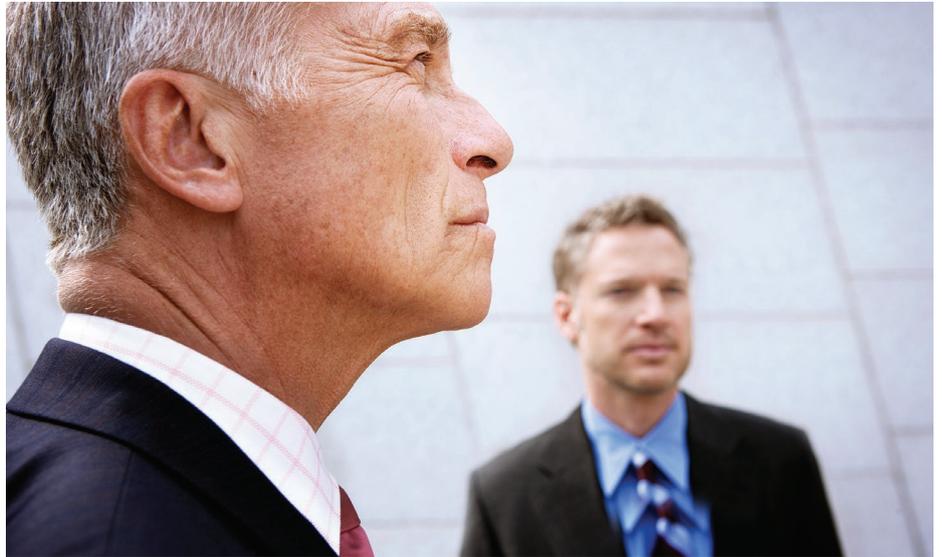
Businesses must manage their assets efficiently if they are to deliver the best possible returns. Achieving effective management can minimise costs, reduce inefficiencies, raise service levels and support regulatory compliance.

Keeping track of multiple assets is a complex task that calls for clear processes and tight integration and is particularly difficult to implement good management in fast growing companies where there is constant change. That was the challenge for Finansbank in Turkey. Formed in 1987 it now has over 13,100 employees and 655 branches and is the country's fastest growing bank with an award-winning call centre and internet banking services.

Managed by Finansbank subsidiary, IBTech, the bank's IT landscape includes printers, scanners, tablet PCs, desktop computers, servers, handheld devices, mobile phones and even Automated Teller Machines (ATMs) at each branch. IBTech, which has 700 employees, was using management software called Orit, which had been developed in-house, but the data quality was not good.

"Asset management has now become very important in the banking industry and it relies on the quality of asset data," says Evren Kurt, senior application engineer with IBTech. "Our challenges relating to Orit were a lack of business rules which meant that, for example, sold assets could be transferred to any location in the company. There were no data integrity mechanisms so a location could be deleted without any restrictions and there was no relational database so companies and company locations were shown on the same table without any differentiation."

Data was open to duplication and just one technician was responsible for everything so if, for example, an asset was given the wrong price, nobody knew. Implementation was difficult and there was no workflow engine that allowed people to be informed when an asset was sold. One of the main problems was lack of integration. Orit was a standalone tool which could not answer even the most basic questions such as which budget was used for an asset, who approved the purchase or which contract covered the asset. It was not integrated with the bank's HP Service Manager program, nor with its Enterprise Resource Planning (ERP) system, which meant that budgets were managed on Excel sheets.



“We couldn’t trust the reports generated by Orit,” adds Kurt. “It couldn’t answer even the most simple of questions and it couldn’t create forecasts for the future. We needed to fix these problems as soon as possible.”

Solution

Vital integration

Already a user of HP Software, IBTech turned to HP for a solution. The local HP sales team suggested HP Asset Manager and to help the decision process it conducted proof-of-concept testing, benchmarking and product demonstrations. It also produced references from other satisfied customers.

“Ease of implementation, technical soundness and integration were the main reasons why we chose HP Asset Manager,” adds Kurt. “Integration was particularly important because we have many environments that are using HP software including HP Service Manager, HP Client Automation Enterprise Admin (Radia) and HP Universal Configuration Management Database (UCMDB). We also run non-HP programs and all these needed to integrate with our asset management tool.”

HP Asset Manager is designed to enhance service and asset costs, mitigate security and compliance risks and align IT with business objectives. It provides IT professionals with a comprehensive solution for automating and maintaining tight control over capital investments and so increasing the return on their IT investment.

At Finansbank, IBTech uses all HP Asset Manager modules except Software Asset Management. Those modules are Portfolio Management which simplifies asset tracking; Procurement which automates and streamlines the entire request cycle; Financial Management which aligns asset investment for improved business value and Chargeback which enables accurate invoicing and chargeback to specific business units.

The IBTech solution also includes the HP Asset Manager Contract Management module which simplifies, automates and improves business processes relating to contracts, and the HP Connect-It Web Services software which provides interoperability between software applications running on disparate platforms.

Benefits

Better business decisions

When they receive requests concerning Finansbank assets, the IBTech team can now see how many assets are in stock, how many can be allocated to a request, how many are in purchasing and how many assets the requestor already has, including which ones are idle at the requestor’s location. This supports good decisions and in particular, regular reports enable warehouse managers to make the correct decisions on critical stock levels and reduce stock costs.

Customer solution at a glance

Software

- HP Asset Manager
- HP Service Manager

“In our procurement processes, users can easily see related budgets and view data on the total budget, the amounts used and remaining, previous orders, stock quantity and ordered quantities, and that also helps them to make better decisions,” adds Kurt.

By using its customer web application integrated with HP Service Manager and HP Asset Manager, unit managers are able to see which assets they have, which are idle and which are in use. For example, when a new employee starts, the IT team can easily see how many assets are idle and can escalate automatic requests to unit managers who can then assign assets to the new employee. Also if any units have too many idle assets, the unit manager can designate them as inactive which means that they can be returned to stocks.

“We can easily query the HP Asset Manager system to create useful reports on specific projects.”

– Evren Kurt, senior application engineer, IBTech

Using HP Asset Manager provides IBTech with valuable financial information on the asset costs and stock values at each location. It also enables them to provide information that was not possible before, such as who wants an asset, why it is wanted and who approved the purchase. They can pinpoint asset circulation and create forecasts as well as creating complex reports for specific projects.

“Now we have a trusted source of information on IT assets and that was a main business objective for us,” concludes Kurt. “We can easily query the HP Asset Manager system, make useful reports for specific needs and can easily integrate it with related systems. It has also enabled us to meet another business objective by making many employees part of the asset management process.”

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