

A single point of unified management of all IT systems

Making IT an enabler of a future business vision while increasing IT capacity and allowing a focus on innovation

البنك السعودي الهولندي
Saudi Hollandi Bank 

www.shb.com.sa

Country Kingdom of Saudi Arabia
Industry Financial Services (Banking)

Saudi Hollandi Bank was the first operating bank in the Kingdom of Saudi Arabia

Key Statistics

- 3,000 + IT Users Supported
- 43 branches supported
- 120 IT staff

Key Challenge

- Very complex IT environment
- Business had outgrown incumbent IT infrastructure
- Needed better visibility of complex systems
- Wanted alignment to ISO/IEC 20000

Key Strategy

- Move from manual systems to one unified best of breed solution
- Focus on the processes as much as the technology
- Follow ITIL guidelines

Key Results

- Improved response and resolution times
- IT resources freed up to focus on proactive initiatives
- Increased visibility of incidents, which has kick started a Continuous Service Improvement Program (CSIP)
- Improved reporting
- More agile to change and business direction
- Improved productivity
- Bottom line improvements through cost reductions

Saudi Hollandi Bank (SHB), the first operating bank in the Kingdom of Saudi Arabia, was founded in 1926 and today employs more than 1,700 dedicated staff across 43 branches and operates nearly 200 ATMs throughout the Kingdom.

The bank has introduced numerous technological innovations. Supporting over 3000 IT users, ITSM is the largest division within the IT department, employing 70 of the 120 IT staff, the majority of whom are located in the Riyadh Head Office, with small support teams throughout the country.

Challenge – IT infrastructure was not meeting growing business requirements

SHB is a full service bank, with multiple banking services from retail through to investment banking. The IT environment is therefore very complex, making IT Service Management (Service Desk and Application Support) a challenge.

SHB had been using a relatively primitive help desk that had been developed in-house and was integrated with Lotus Notes, which acted as the main repository to record and track 'log calls'.

Incidents were received by phone, recorded manually, and responded to by phone or email. Basic elements of Change Management were also carried out through Lotus Notes.

Accurate and timely reporting posed a major problem as it was carried out manually, resulting in a high degree of errors.

As the bank expanded, it became apparent that the existing IT infrastructure was not adequate to meet their growing requirements.

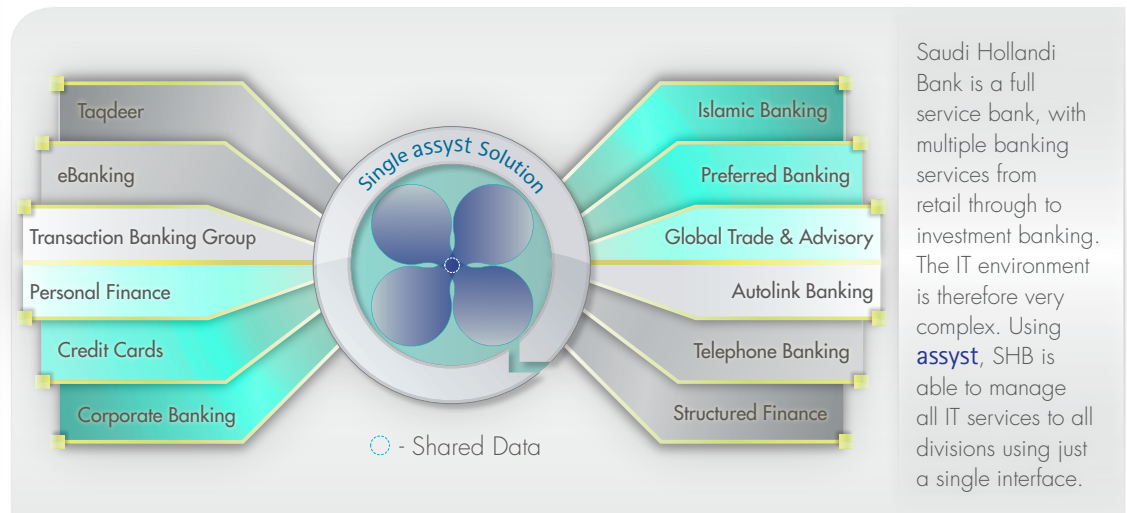
"We by no means see this as the 'be all and end all' – we truly want to follow ITIL best practice, it is more than merely a 'badge' for us." Majed Al-Ghanemi, IT Manager, Saudi Hollandi Bank

Strategy – Move from manual systems to one unified best of breed solution

The decision to adopt ITIL and put an effective ITSM practice in place came from SHB's senior management team. The project therefore benefited from management buy-in from day one. The CIO, a great believer in a formalized ITSM structure, recruited a new IT Service Head.

The IT team then began to focus on the implications for both people and processes. SHB was keen not to approach the initiative from purely a technology perspective and was eager to truly follow ITIL best practice. They chose Axios due to the vendor's consulting expertise and **assyst**, a single, unified, best of breed solution. Additionally, due to the out-of-the-box nature of **assyst**, SHB was able to focus on the ITIL processes.

Phase one was to focus on Incident and Change Management and improved reporting. SHB began by appointing someone who would be dedicated to driving the project, which played a major role in its success.



The bank next began holding workshops, driven by Axios' consulting team, to define and restructure processes, enabling increased visibility of these processes and detailing how they worked in practice.

The bank put an aggressive timescale in place for this phase, moving from project scope and a rudimentary help desk system to a fully functional ITSM practice within nine months.

The project leaders then mapped out where the integrations were needed. Given the complexity of the bank's IT environment, the ability to integrate the new ITSM solution with numerous other systems was vital to the success of the project. The team's goal is to have all systems integrated and to make **assyst** the single point of unified management.

"We by no means see this as the 'be all and end all' – we truly want to follow ITIL best practice, it is more than merely a 'badge' for us." **Majed Al-Ghanemi, IT Manager, Saudi Hollandi Bank**

Currently, SHB is working towards integrating HP Openview so that when an alarm is triggered, the system will automatically raise a ticket in relation to an incident or request. The team is also working towards integrating Microsoft SCCM to provide an automatic feed into the **assyst** CMDB.

The bank sees the entire project as a means to achieve Continual Service Improvement Program (CSIP).

Benefits – Providing single point of unified ITSM

SHB are still in the initial stages of their journey but have noticed a wide range of benefits.

- Improved response and resolution times
- Resources freed up to focus on proactive initiatives
- Increased visibility of incidents, which has kick started a Continuous Service Improvement Program (CSIP)
- Improved reporting capabilities, including achieving an accurate record of downtime
- Systems availability has increased
- Centralized support for Incident Management
- Able to track certain areas within a problem

All of the employees within the ITSM division, both office and remote based, use the **assyst** solution and are being encouraged to utilize **assystNET**, which will further relieve the pressure on the service desk.

The foundations are now in place for SHB to expand into other ITIL disciplines, such as Configuration Management, Service Catalog, Service Level Management and Release Management.

assyst is also being considered for use beyond the IT Department. The Finance Department are planning on using **assyst** to establish a central database for contract management, enabling them to have a centralized system with clear processes within the tool.

"We did detailed analysis of the ITSM vendors in the market and chose Axios Systems for their excellent product assyst and their award winning support services." Majed Al-Ghanemi, IT Manager, Saudi Hollandi Bank



Axios Systems in Financial Services

Axios has been providing ITSM solutions to the Financial Services industry for more than 20 years. Our focus on helping companies deliver top-line value by managing effective operations, optimizing efficiency and driving through business transformation has been particularly well demonstrated by our clients including: Aviva (formerly Norwich Union), Irish Life & Permanent, Arab Bank, Commercial Bank of Qatar and Virgin Money.