



# Integrating Banking Operations

ING Bank Turkey creates new dynamic, highly secure, and reliable information infrastructure.

## Case Study

Customer Name: **ING Bank Turkey**  
Industry: **Financial Services**  
Location: **Turkey**  
Number of Employees: **over 6000**

### Business Impact

- Increased productivity and customer satisfaction
- Better protection of customer data
- Greater efficiency and agility of IT operations



### Business Challenge

ING Bank Turkey offers a wide range of products and services, not just for major corporate customers, but also for many small and medium-sized businesses that play a vital role in the national economy. The bank aims to improve service quality and provide the foundation for rapid growth, while reducing costs and helping ensure a safe and fully compliant banking environment.

IT strategy is a key enabler in this transformation. The bank's network supports a multichannel business model by connecting together 333 branches, 838 ATMs, 24-hour call centers, and online banking facilities. Moreover, the higher the level of platform integration across these channels, the easier it is to streamline operations, speed up product and service delivery, and manage overall customer experience.

Like many forward-thinking organizations, ING Bank Turkey saw the value of optimizing its network and decided to carry out a technology refresh. High on its list of priorities was to make the banking infrastructure faster and more secure, while also improving business agility and resilience through the introduction of a new virtualized data center.

### Solution and Results

A pioneering IP network design has helped ING Bank Turkey to empower employees, unlock IT efficiencies, and increase customer satisfaction. The innovative solution, a first of its kind for Turkey, delivers leading levels of resilience by combining the power of Cisco Catalyst® Switching products and security technologies with 3G Wireless WAN backup links.

The project has provided branches with a 10-fold increase in connection speeds, enabling employees to access information faster, complete transactions quicker, and serve customer more efficiently. These gains are particularly important, because about 50 percent of customers still bank at their local branch.

The new network design has not only reduced queues. A more reliable, and easier to manage, network platform will help to lower future IT expenditure. In addition, the bank has cut costs by taking advantage of the Cisco® voice and video-ready network to make staff training available online.

With more and more customers choosing to bank online, ING Bank Turkey has strengthened the end-to-end security of its Internet banking services. And, through data center virtualization, plans for new products and service improvements can now be accelerated.



**“Cisco’s reputation for proven networking solutions and highly trained engineers is excellent. We get immediate access to the very best technical support, both in Turkey and from their product experts worldwide.”**

**Bülent Kutlu**  
Technology Services Group Manager, ING Bank Turkey

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