Easy banking for customers with Yes Bank

Vodafone Global Network
Introducing Network-as-a-Service

Vodafone
Power to you
Yes Bank future-readies their network infrastructure to expand their retail banking footprint in India

For an organization that brought about a paradigm shift in banking in India, the problems of disparate communication networks and limited scalability - along with less-than-reliable connectivity in remote areas - hinder the prospect of large-scale branch expansion. Customers in distant areas might face the problems of locating and accessing a branch, long wait times, and bad transactions. What happens if an ATM cannot dispense cash because of a communication failure?

The Challenge

Expanding operations to achieve a pan-India presence

Yes Bank is one of India’s fastest-growing, new-generation private banks. It has been at the forefront in implementing technology across their operations. They provide a comprehensive range of client-focused corporate banking and commercial banking services; their extensive network includes 500+ branches, 1100+ ATMs, and innovative customer touch points including contact centres, online, and mobile. Yes Bank wanted a scalable, reliable, pan-India communications network connecting all of its locations. The network would also have to be future-ready to handle traffic growth on mobile devices. To attain business readiness, seamless connectivity across branches was essential.

The bank also needed secondary links at locations where no backup was available, to maintain business uptime and increase efficiencies. Yes Bank wanted the same levels of network reliability and bandwidth availability at prime locations as at those with little or no infrastructure. Ensuring dedicated backup connectivity for 300 locations and 200 upcoming ones was a significant challenge.

The Solution

An ultra-reliable network: The backbone for better customer service

Yes Bank evaluated several telecommunications service providers for their capabilities. Their provider would have to be able to create a network that left zero room for failure - whether in terms of reliability, redundancy, or security. Yes Bank also wanted a service based on stringent SLAs. Vodafone’s pilot matched these requirements; beyond that, they offered a plan with which Yes Bank could scale up to handle millions of transactions across disparate IT systems. “Vodafone’s metrics - and the rigour with which they engineered the solution - made them the automatic choice for us,” says ________ _______ at Yes Bank.

Vodafone Business Services set up an MPLS backbone to interconnect all of Yes Bank’s branches. MPLS was the technology of choice because of the advantages of reliability, scalability to thousands of sites, and inbuilt support for Quality of Service (QoS). Vodafone also ensured, via redundancies, that the network was robust enough for time-critical financial transactions. For each branch of Yes Bank - current and proposed - Vodafone came up with a traffic estimate to ensure prioritization of applications and optimal use of bandwidth, which in the long run would result in cost savings. Vodafone also designed innovative applications that have helped Yes Bank serve their customers better. In terms of disaster recovery, Vodafone had already provided a 100 Mbps Internet Leased Line between Yes Bank and their data centre, along with a 50 Mbps NPLC link between the data centre and their disaster recovery site.
The Bottom Line

Business readiness links to business performance

Yes Bank is now a Ready Business with Vodafone as its telecom partner. Business readiness, backed by a future-proof pan-India communications network, has improved Yes Bank’s business performance. It has increased trust levels among the bank’s partners. Vodafone has given Yes Bank freedom from the operational inefficiencies resulting from having to deal with multiple service providers for their connectivity needs. They have also achieved future-readiness in terms of network scalability.

By providing the most secure, robust MPLS network architecture possible, Vodafone has given Yes Bank the leeway to increase their focus on business strategy - and more aggressively pursue their branch expansion plans. Their retail banking footprint now extends to all 28 states and seven union territories in India. This, in turn, has helped them enhance their customer portfolio - and extend their best-in-class service offerings to more customers.

Benefits

- Low latency, high uptime, and backup connectivity at prime as well as remote locations
- An automatic bandwidth upgrade model based on the number of branch locations being added to the MPLS VPN, resulting in cost savings
- Branches operational in the quickest possible time
- Stringent SLA parameters and a penalty clause-based service
- Prioritization of applications on the network for optimal bandwidth utilisation

About the customer

- Industry: Banking
- Headquarters: Mumbai, India
- Employees: 8,800
- Web: www.yesbank.in
- LinkedIn: www.linkedin.com/company/yes-bank
About Vodafone Business Services

Serving the needs of businesses, Vodafone Business Services provides Voice and Data solutions across mobility and wireline platforms. With the advantage of global expertise and experience and the knowledge of local markets, the business is run through the following verticals – Vodafone Global Enterprise (VGE), National Corporate (NC), Small and Medium Enterprise (SME) and the recently created vertical for Government customers. Vodafone Business Services has steadily taken leadership position and is currently providing both mobile and wireline services to global and national businesses equipped with a robust and superior network infrastructure and a 24x7 NOC. Through a dedicated team of Account Managers and Service Managers, Vodafone Business Services offers a varied range of products and services such as Machine to Machine Solutions, Wireline Data Solutions (MPLS-VPN, Internet Leased Lines, domestic and international Leased Circuits), Office Wireline Voice (E1-DID), Toll Free Services, Conferencing and Collaboration, Application Mobility and Mobile Email & Connectivity Solutions to help enterprises (big and small) to enhance their productivity and efficiency. Vodafone Business Services has won the Frost & Sullivan "Best Enterprise Mobile Service Provider for the Year" award for three consecutive years in 2011, 2012 and 2013.

Join Us

company/vodafone-india | helloCIO | @VodafoneIN_VBS | Vodafone Business Services

For more information https://www.vodafone.in/business/