

Krung Thai Bank gains real-time, cost-effective access to IT with HP's Desktop Lifecycle Solution



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– Dr. Surat Palalikit,
President
Krung Thai Computer Services



Krung Thai Computer Services (KCS), a subsidiary of Krung Thai Bank Public Company Limited, is recognized as a leading IT service provider in the banking industry and for government agencies. Its charter is to provide IT services to all seven of the Thai Government banks, and to help them regulate and develop their IT infrastructures. KCS turned to HP's Desktop Lifecycle Solution to manage Krung Thai Bank's (KTB) 12,000 PCs.

KCS's requirements – reliable performance and flexible financing

As an IT service provider, KCS must ensure that all of its clients' enterprise PCs and office networks are working optimally with minimal downtime. In addition to procuring hardware, KCS is responsible for monitoring and managing Krung Thai Bank's PCs, providing helpdesk support services, solving PC users' problems and managing PC obsolescence. Krung Thai Bank demands real-time and prompt services from KCS, plus a very flexible financial arrangement for PC procurement and life cycle management.

Mr. Sanpat Sapon, Managing Director, Hewlett-Packard (Thailand) Ltd., said, "KCS needed an innovative alternative model to traditional PC ownership. HP was able to provide a true end-to-end solution, offering full business and IT benefits to customers from our portfolio of hardware, software and services, plus the financial management component that no IT vendor has ever offered."



HP Desktop Lifecycle Solution – flexible utility pricing and reduced TCO

HP's Desktop Lifecycle Solution is part of its suite of End-user Work Place Solutions, designed to provide a single trusted source for end-to-end management of integrated desktop IT technologies and services. The solution provides desktop PCs and laptops, bundled with software and services as a utility, priced on a per-seat (user) per month basis for ease of procurement, ease of financing and a single source of vendor accountability.

It aims to reduce desktop Total Cost of Ownership (TCO) and increase quality of service to end-users through utilizing best practices in service delivery, based on HP IT Service Management methodology. These services span the entire lifecycle of the desktops from acquisition, deployment, management, operation, maintenance right through to disposal and technology refresh.

The outcome

Dr. Surat Palalikit, President of KCS said, "From our experience in serving the Thai financial industry we know that absolute confidence in partners is crucial. These solutions have to operate real-time, with extremely high availability—24 hours a day, 7 days a week, 365 days a year. Although this landmark project is the first time we are working with HP, we are very pleased with the partnership and the results."

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HP not only has strong business performance and proven commitment to Thailand, but provides flexible financing plans to allow us and Krung Thai Bank to better manage the cost of IT," said Dr. Surat.

This three-year, US\$4 million contract between KCS and HP enables KCS to provide Krung Thai Bank with a complete desktop lifecycle package. It covers over 12,000 units of PCs, cutting-edge Microsoft software and a full complement of HP services that include a central helpdesk with service level agreements and a desktop lifecycle program that manages all of the bank's 12,000 seats, from acquisition to retirement, including asset management.

HP's solution and services will also support Krung Thai Bank's retail branch operations, including specialized customer service and administrative functions to achieve benefits like enhanced intranet capabilities and additional levels of information security.

The project was rolled-out in two phases. In phase one HP deployed 5,800 HP Compaq Business PCs to Krung Thai Bank and provided support services to help Krung Thai Bank gain a single point of accountability and ease of manageability. In the second phase, HP replaced 6,000 obsolete PCs with new HP Compaq Business PCs. HP's Desktop Lifecycle offering allows KCS to meet Krung Thai Bank's requirements and enable the bank to better manage its IT cost.

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Challenges

- Customer challenges
 - Innovative alternative model to traditional PC ownership
 - Lifecycle management of over 12,000 PCs
 - Flexible financing plan
- Business challenges
 - Building and maintaining customers' confidence
 - Ability to compete against other leading IT service providers
- IT challenges
 - Providing real-time and high availability of 24 x 7 services
 - Enabling quick response time

Solutions

- Software license acquisition & management
- Image management
- Asset tag & drop-in-box
- Single point of contact help center
- Software distribution
- Lifecycle services (installation, move, add, change, disposal)
- Ongoing asset tracking
- Operation & desktside support
- PC customization services
- Product orientation & training

Benefits

- Flexible and cost effective access to expertise and best practices needed to build and manage an adaptive IT infrastructure
- Freedom from the risks and burdens of IT desktop management
- Ability to focus on strategic core competencies
- Increased agility to respond to new business opportunities



End-user Workplace Solutions from HP

The reality for most businesses today is that the proliferation of new access technology has mixed results in the workplace. End-user productivity improves, but at the same time management of such distributed environments becomes increasingly complex – encompassing a world filled with desktops, portable PCs, mobile and wireless access devices, printers, LANs, servers, networks, voice and data circuits, messaging and collaboration, as well as Internet and intranet sites.

To help you address these challenges, HP offers End-user Workplace Solutions that take a flexible, holistic approach to your end-user computing environment. We can help you simplify the provisioning, support, and management of any access device or printer while providing your office workers with secure access to corporate information, e-mail, Internet, and printer services—anywhere, anytime they need to reach clients, partners, or co-workers.

End-user Workplace Solutions from HP are available as modules, as integrated solutions, as utility pricing solutions, and as fully managed, outsourced services. You choose the type and scope of solutions that meet the

demands of your end-user community today—knowing you can evolve that support as needed to keep IT in synch with your business. The solutions include:

- Desktop & Mobile Lifecycle Solutions
- Mobility Lifecycle Solutions
- Messaging and Collaboration Lifecycle Solutions
- Help Desk Solutions
- Imaging and Printing Lifecycle Solutions

The benefits work to your business advantage, as you:

- Improve service levels to end users, which in turn leads to further increases in productivity
- Decrease the time to deploy and manage technology
- Reduce management complexities
- Lower total cost of ownership
- Leverage a greater return on assets
- Build a more agile end-user computing environment that enables you to respond more quickly to change and opportunity

For more information, visit www.hp.com/hps/desktop

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5983-0144EEP, 01/2005

