

# Turkish Economy Bank Inc. accelerates time to market

*Bank cuts time to release new services by 99 percent with an IBM PureApplication System*

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## Overview

### The need

Experiencing delays of up to one week when releasing new banking services to meet business demands, the IT group at Turkish Economy Bank Inc. (TEB) sought to speed the process.

### The solution

The group moved its development and test environments along with its primary banking applications to an IBM® PureApplication® System, which combines network, storage, server and management capabilities into one integrated, optimized system.

### The benefit

TEB's IT group decreased the time to release new services by 99 percent, from a week to just minutes, dramatically increased agility and responsiveness, and cut costs by reducing hardware.

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Turkish Economy Bank Inc. (TEB) is one of the largest banks in Turkey, with approximately 10 million customers and 10,000 employees. In 2005, the bank entered into a joint venture agreement with BNP Paribas, one of the largest financial services groups in the world.

## Eliminating delays

The IT group at TEB was having difficulty keeping up with business growth. In the past, the group would simply add more hardware when it needed to support new banking services. However, over time, this approach caused delays. "You can't increase personnel to support more hardware on an ad hoc basis, so we sometimes needed up to a week to activate a new service," says Niyazi Elvan, UNIX and storage administrator at TEB. The group wanted to boost agility and responsiveness.

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*The IBM PureApplication System helps TEB's IT department respond to company needs much more quickly. "With the IBM PureApplication System, we can provide new services with one click. Because we can activate applications promptly, we can satisfy the demands of the business," says Fatih Mutluay, middleware systems specialist at TEB.*

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## Creating a more flexible infrastructure

Taking advantage of the IBM PureStart program, a service offered to new IBM clients to help them achieve maximum value, the TEB IT group accelerated deployment of an IBM PureApplication System for faster ROI. “Working with IBM is very important for us. When we got the PureApplication System, we benefited from the PureStart program. We could move our applications into the PureApplication box exactly as described,” says Elvan. The group first moved its development and test environments to the PureApplication System and then migrated its core banking application. “We used to work with physical and dedicated servers. With this solution, we have a more flexible infrastructure in a consolidated structure. Because it’s a pooled architecture, we use available resources more efficiently, and we can respond more quickly when we need to,” says Elvan.

## Reducing service release times by 99 percent

With the PureApplication System, the IT group at TEB can deliver a new service within minutes instead of a week. “We can move services into the production environment and make copies of the development and test environments extremely quickly. We have acquired great flexibility,” says Elvan. The PureApplication System also helped cut costs by reducing the bank’s total hardware. “In our main banking environment, we used to use so much physical machinery. With the PureApplication System, we’ve virtualized it so it’s easier to manage. And we’re using less electricity so our power costs are going down,” says Fatih Mutluay, middleware systems specialist at TEB.

## Solution component

### Systems

- IBM® PureApplication® System

## For more information

To learn more about the IBM PureApplication System, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: [ibm.com/pureapplication](http://ibm.com/pureapplication)



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Systems Group  
Route 100  
Somers, NY 10589

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