



# A Trusted Advisor from VMware Professional Services Supports KBC

## INDUSTRY

Financial Services

## LOCATION

Brussels, Belgium

## KEY CHALLENGES

- Developing strategic relationships with key technology vendors
- Careful evaluation of new technology prior to implementation
- Maintaining mission-critical production systems

## SOLUTION

- A dedicated VMware TAM Services professional

## BUSINESS BENEFITS

- A single point of contact with a trusted advisor
- Access to best practices & subject experts and engineering resources
- Aligning product roadmaps with technology projects

## VMWARE PROFESSIONAL SERVICES DELIVERY STORY

The work of the VMware Professional Services Technical Account Manager strengthens a strategic relationship at KBC Bank in Belgium.

## The Challenge

KBC is an integrated European bank and insurance group, headquartered in Brussels, Belgium that caters mainly to retail, private banking, SME and mid-cap clients.

KBC became interested in virtualizing servers for cost-cutting reasons – including data center space reduction, ease of administration, and other savings. By using VMware technology, they believed they could develop a comprehensive virtualization strategy of their datacenter servers that could enable a private cloud, disaster recovery and business continuity capabilities. To begin the process, the Bank established a “virtual first” policy.

However, this financial institution needed a single point of contact to help support the careful planning of their virtualization program and to help maintain their mission-critical production systems. The Bank considers it important that there is a resource supporting the technology they purchase. They require access to Product Management and other VMware resources with someone on hand to guide them and make sure they have a voice within VMware. To meet these needs, they invested in the Technical Account Manager (TAM) Service.

KBC has been a TAM customer since July 2008, with a 100% renewal rate. As part of the TAM Service, the TAM provides a summary of activities that aligns to the customer’s goals, which the IT staff uses to justify the VMware investment with the procurement office at the Bank

## Business Results and Benefits

The Bank takes a strategic view of the TAM program rather than a purely technical one. Among the strategic advantages the TAM delivers are:

- Access to deployment best practices and VMware intellectual property, which helps them mitigate

risks and increase their IT systems’ stability and reliability.

- Regular VMware roadmap updates to help strategic alignment between VMware & KBC.
- TAM customer exclusive events.
- Help with escalating issues from the point of initial support to VMware engineering. The TAM has had a direct impact in a number of high-profile escalation cases where she managed support and engineering resources within VMware to make sure that all parties worked together to solve the specific problem.
- Private beta programs that allow for early access to new products, giving the bank plenty of time for a thorough evaluation.
- Quarterly report giving KBC a comprehensive summary of their environment and documenting the progress of virtualization and cloud computing strategy at KBC. The report demonstrates the benefit of deploying VMware solutions at KBC including CO2 reduction and environmental benefits
- Insider access to all of VMware internal resources - engineering tech support, product management, consulting, education & executive level access.

These strategic advantages are based on the customer using the TAM as their single point of contact. The TAM is backed by VMware resources to solve the customer’s problems; it’s one of the many benefits of the TAM Service. The bank sees the TAM as their advocate across VMware, including Product Management, Engineering, Support and senior executive levels.

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Walter Adriaens, IT manager KBC

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The TAM and the bank staff have open lines of communication. The IT staff knows that they can pick up the phone at any time and that the TAM will be there for them. The TAM is their trusted advisor, rather than someone who is there to sell them products and services.

“She has been able to escalate a serious incident to the highest possible level, ensuring our case was picked up with all the attention it needed. She also helped us by providing the most recent white papers and support documents during the upgrade of our environment. She also follows up all open issues and cases, making sure they get solved (small or important). She also enables us to get in touch with the correct people within VMware to be able to create our roadmaps, aligned with VMware technology, letting us make the correct choices for the future.” (Walter Adriaens, IT manager, March 2013)

### Looking Forward

In 2008, when Professional Services first engaged with the account, there were 600 virtual machines (VMs). Now over 80% of their datacenter servers are virtualized with 2,000 VM's. They have started the process of expanding beyond the traditional core vSphere systems into other solutions within VMware vCloud Suite, including Cloud Management and Automation, and Disaster Recovery.

The Bank is extremely satisfied with both VMware Technology and the TAM Program. They see tangible value in the service delivered by their TAM. While the bank has TAM relationships with other major technology vendors, they mentioned that they consider VMware TAM program to be more strategic when compared to other vendors' programs.

### About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services help you uncover and exploit the unique opportunities made possible by VMware technology and solutions. Drawing on our unparalleled expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for your VMware solution to deliver results that are positive, tangible and material to your business.

