

TAKING CONTROL

Selim Selvi describes how HP helped İş Bankası to store and manage an increasing volume of e-mails

GOVERNANCE,
RISK MANAGEMENT
AND COMPLIANCE

THE SMARTER
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Find out how Microsoft Windows High Performance Computing Server 2008 is already creating a stir in the EMEA financial services sector. **Page 6**

"It is imperative that IT and IS service providers, together with the business units they support, plan thoroughly and implement necessary solutions to cope with events beyond their control."

Colin Silvester, Director of Product Management, IPC Systems



TAKING CONTROL

WHEN TURKEY'S İŞ BANKASI NEEDED TO REGAIN CONTROL OF ITS E-MAIL STORES, IT WORKED WITH HP AND DATA MARKET TO FIND A SOLUTION. JACQUI GRIFFITHS FOUND OUT HOW THE PROJECT LED TO A MORE STREAMLINED AND COMPLIANT BUSINESS

Türkiye İş Bankası is Turkey's first truly national bank. Founded following the declaration of the Turkish Republic in 1924, it was mandated by Atatürk in response to the new country's need for a national bank to support its social and economic development. From humble beginnings with two branches and 37 staff, İş Bankası has grown to become Turkey's most respected and trustworthy enterprise, and one of the world's largest corporations with 891 branches, 11 of which are overseas.

İş Bankası has remained true to its founding principles, while engendering several key innovations, from the use of cheques for daily transactions to the introduction of ATMs and the initiation of electronic banking in Turkey. Its use of advanced technology enables İş Bankası to run real-time transactions and maintain consistent service levels throughout its network, including online real-time

operations and efficient self-service banking options.

Of course, İş Bankası's forward-looking approach and high service standards mean that it can't rest on its laurels when it comes to information governance. The bank was using the Microsoft Exchange 2003 e-mail platform, but as e-mail volumes continued to grow, it was struggling to store and manage them efficiently. "We didn't have an e-mail archiving solution in place, only tape backups for our Exchange data files," says Selvi, IT director at İş Bankası.

"The system just couldn't cope," says Selvi. "This was slowing down the performance of the main server, which meant that it was difficult for us to maintain agreed service levels. In addition, we were finding it hard to manage information retention times to comply with regulations."

The issues were also impacting the

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SALES MANAGER INFORMATION MANAGEMENT, HP

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accessibility of information, potentially hampering customer service and further threatening regulatory compliance. “We were encountering issues in searching e-mails and retrieving information effectively in response to inquiries or for auditing purposes,” says Selvi.

ANSWERING E-MAIL ISSUES

Realising that it needed to resolve these issues, İş Bankası decided in 2006 to implement an e-mail archiving solution. It considered several e-mail archiving solutions before turning to its long-standing partner HP. Together, the companies embarked on an analysis of the problems and how they could be resolved. “The main effort during this phase was on understanding and analysing customer needs, defining an information policy and then selecting the right implementation steps,” says Ayça Konak, sales manager for information management at HP.

The assessment phase identified a number of key requirements. From a compliance, as well as a business information management perspective, İş Bankası needed to be able to apply different

retention times for different e-mails, depending on the sender, or on metadata that qualified the message’s sensitivity or importance.

The importance of reducing operational cost with the solution also emerged as an important factor. It was essential that costs would not rise along with the volume of data that was being managed, but would stay constant and, therefore, controllable. In order to avoid costly backup operations, for example, a replicated, disaster tolerant solution was recommended, with mirrored configurations.

“Zero management costs emerged as a very high priority at the beginning of the project,” says Konak. “Another important aspect to address was the indirect management costs that result from backing up and maintaining multiple copies of the same documents and messages. These were stored in personal folders by many users, who were somewhat ‘forced’ to save those messages locally on their laptops since the central e-mail system had assigned quotas on their individual mailboxes.”

In addition, it was important that the solution was based on Microsoft technologies. “Microsoft Exchange

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is a foundational element of our business, considering the increasing importance of e-mail in business transactions,” says Selvi. “We trusted Exchange as a robust platform to run company business, and we didn’t want to move away from that.”

İş Bankası therefore decided to implement the HP Integrated Archive Platform (IAP) and HP e-mail archiving software for Microsoft Exchange, along with Exchange 2003 and its flexible journaling capabilities.

Once the analysis was performed, İş Bankası worked with Turkish system integrator Data Market, an HP Preferred Partner and a Microsoft Gold Partner, to implement the solution. “İş Bankası has worked with Data Market for over 15 years, for all its HP and Microsoft implementations as well as other IT projects,” says Selvi.

The implementation was followed by a six-month pilot phase, and went fully live early in 2007. “The implementation project took two months,” says Murat Boyla of Data Market. “Following this, İş Bankası’s 22,000 users were able to work with an archived system.”

PERFECT PARTNERSHIP

Long-standing cooperation between HP and Microsoft means that the Integrated Archive Platform seamlessly integrates with Microsoft Exchange 2003 and 2007. With minimum impact on performance (less than six per cent), it provides a secondary, safe and hacker-proof storage for messages and attachments. A team of seasoned support engineers, with skills and experience in HP software, provides ongoing, round-the-clock support for the solution.

All incoming, outgoing and internal e-mails are now preserved for specified time periods, which vary between one and ten years. In addition, the system offers full Turkish language support for e-mail search operations, and has resulted in improved performance – by offloading the e-mail server, İş Bankası has enabled a 30 per cent reduction in response times to users. There have also been huge reductions in the time taken to search for information. “When searching for archived e-mails, the retrieval time has shortened from several hours to just a few seconds,” says Selvi. “This allows İş Bankası to address regulatory requirements in a fast and professional way, and to save precious hours of the IT staff’s time.”

These improvements deliver two-fold benefits: İş Bankası can ensure it complies with regulations, while full text search capabilities are enabled for e-discovery and audit tasks. These improved storage and search capabilities also help to ensure a culture of compliance throughout the business. “Users are aware that all e-mails are now stored, and can become ‘evidence’ in any legal or compliance case concerning the bank,” says Selvi. “This has generated a more disciplined approach to the usage of e-mail as a business tool.”

İş Bankası is already enjoying significant benefits from its archiving system, and since the solution is both scalable and flexible, it will continue to do so. Having successfully taken control of its e-mail archiving, İş Bankası plans to add further smartcells in the future, in order to upgrade the system and enable file server archiving. “We are interested in addressing other areas with similar needs, such as Microsoft Office documents and then paper-based documents,” concludes Selvi. “We are working to build a central, unique and well-managed enterprise archive, which is the cornerstone of today’s information governance culture.” **F**

THE IMPACT OF E-MAIL

A decade ago, e-mail was a minor channel for business communications – but now, over 85 per cent of business communications occur via e-mail and over 3,500,000 terabytes of business messages are sent every year. The inexorable rise of e-mail as a business tool is creating enormous challenges for businesses, as many organisations struggle to cope with unprecedented volumes of data:

- Increasing volumes of e-mail can seriously impact storage and mailbox management costs – an efficient e-mail archiving solution can help to reduce and control those costs
- General counsel and corporate attorneys must be able to quickly and cost-effectively search and retrieve e-mail for legal discovery and regulatory compliance
- Increasing storage congestion can negatively impact the availability and performance of e-mail systems
- If your e-mail system is performing below par, then so are your staff, as working with a slow system will hamper both productivity and customer service.

Implementing a scalable archiving system can help businesses to manage their e-mails efficiently and control costs, maximising the benefits they get from their Exchange e-mail system.

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