

## success story



“The ability to speed new products and services to market is a necessity in today’s competitive scenario. The HP and Intel platform enables us to achieve this — without compromising reliability, availability, scalability and manageability.”

**Ms. Smita Aggarwal**, Deputy General Manager,  
ICICI Bank

## customer profile

Based in India, ICICI, Inc. is a technology-driven virtual universal bank that delivers a wide range of corporate banking and personal finance products and services, all under one umbrella. Corporate customers can choose from an array of offerings that include commercial banking, investment banking, treasury products, venture funds and consulting services. Individual customers turn to ICICI for personal banking, home loans, car loans, mutual funds, bonds, investment and tax planning, and other services. Today, ICICI is looking to leverage technologies that enable it to track and analyze customer preferences and behavior in order to better tailor services to individual customer needs.

## challenge

On the consumer side of its business, ICICI was ready to implement an enhanced customer relationship management solution that would provide front-office staff with a single view of customers and their contact history with the organization across products and channels. This solution was a key component in ICICI’s overall strategy to deliver more value to its customers by deploying more customer-centric communication technologies and improving online self-service. It was also critical that the platform supporting the e-business solution provide the highest levels of reliability, availability and scalability, along with simplified management.



## type of solution

ICICI chose to implement a Siebel eBusiness solution on Intel-based ProLiant servers from the new HP running the Microsoft Windows 2000 operating system. ICICI typically uses a three-tier architecture with load balancing at the Web-server and application-server levels. This implementation was a 100 percent thin-client solution, and it was one of the first Siebel implementations to use a four-tier architecture.

The solution was built from the ground up after extensive evaluation of available products. ICICI selected the ProLiant hardware, Intel architecture, and Microsoft operating system environment based on its own evaluation model that tested various vendors and their solutions on four basic parameters: price, performance, vendor commitment and Siebel compatibility. The solution scored high on all counts, and received favorable marks from customer reference accounts for the technologies under consideration.

## results

- improved process efficiencies
- reduced total cost of ownership
- lower per-transaction costs, with ProLiant servers running on Intel processors enabling ICICI to achieve higher throughputs at lower rates
- faster time-to-market on development projects when working on Intel-based HP servers running on the Microsoft platform
- lower development costs, thanks to the vast pool of programming resources available for this platform

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## customer relationship management solution

### hardware

ProLiant industry-standard servers using Intel Pentium III Xeon and Pentium III processors, including:

- two ProLiant DL380 servers
- one ProLiant CL380 server
- two ProLiant ML570 servers
- one ProLiant DL580 server
- one ProLiant ML350 server
- plus rack components and power modules

### software

- Microsoft Windows 2000
- Siebel eBusiness Applications

## in conclusion

ICICI Bank relies on the HP and Intel platform to deliver the uncompromising levels of availability and scalability it needs to offer more value to its customers. The Intel-based HP server platform delivers when it comes to improved total cost of ownership. What's more, the ongoing commitment from HP, Intel and Microsoft to provide the highest levels of quality and service enables ICICI to ensure the highest levels of customer satisfaction.

## contact

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