



HP CASE STUDY

MASHREQ BANK UPGRADES FLEET TO TRANSFORM THE WORKPLACE

HP Proactive Management delivers a smart solution for leading bank's digital transformation

mashreq
المشرف
GOLD



Industry:
Financial services



Country:
United Arab Emirates

Objective

Renew and update global end-user device fleet to support Windows® 10 and VDI migrations

Approach

Investigated various solutions and chose HP Elite devices, supported by HP TechPulse analytics and HP Device as a Service (DaaS)

Impact

15% CAPEX cost reduction and a fleet that supports modern workstyles

To achieve digital transformation, Mashreq Bank consolidates its global fleet on HP Elite devices and enables informed IT decisions with Proactive Management with HP TechPulse analytics.

Challenge

Need to reflect modern workplace

Mashreq Bank is a regional bank with more than 5,000 employees and a presence in 10 countries, from Hong Kong to New York. Mashreq differentiates itself as a digital leader in customer service and product innovation. It was the first bank in the region to bring in its capabilities onto the cloud.

The leadership team at Mashreq Bank deployed a five-pillared strategy. “These five building blocks include: Artificial Intelligence (AI), big data, the cloud, modern devices and digital ecosystems. We have committed ourselves to introducing each of these threads as part of the bank’s digital transformation,” comments Sandeep Chouhan, Group Head of Operations and Technology, Mashreq Bank. “Any device we selected needed to have the right combination of computing power and mobility. It needed to meet the right size and usability requirements,” adds Chouhan.

“We are always looking to use technology to drive a better customer experience, achieve efficiencies and make banking operations easier,” says Jeremy Chellan, Vice President, Head of End-User Services at Mashreq Bank.

End-user devices are an important component of the bank’s digitally transformed modern workplace. That is why it recently embarked on a global fleet upgrade that would also support a migration from Windows® 7 to Windows 10 and underpin the planned augmentation of a Virtual Desktop Infrastructure (VDI).

“The new devices needed to reflect a modern workplace in terms of look, feel and form factor, and to support a ‘work anywhere’ concept,” says Chellan.

“HP TechPulse has enabled us to make informed IT decisions based on measurable insights and analytics. The solution is far superior to other tools.”

Jeremy Chellan, Vice President, Head of End-User Services, Mashreq Bank




56%

of devices required
replacement



Significant cost
avoidance

Solution

HP Elite PCs supported by HP Proactive Management

To find a new solution, the bank evaluated various products on the criteria of mobility, security, commercial viability, and made decisions based on existing relationships. It chose HP Elite desktops and laptops.

HP Proactive Management was deployed to assess the correct hardware configuration for future devices based on historical usage and was part of a three-month proof of concept. This proof of concept included HP TechPulse, a platform that provides critical telemetry around devices and applications, putting deep learning at IT's fingertips so they provide employees with the right PC, software and services to succeed.

HP TechPulse proactively identifies issues and minimizes threats by actively monitoring the security posture of the organization. HP TechPulse and the HP Device as a Service (DaaS) offering enable the optimization of IT assets and resources and provide a scalable solution.



“The HP devices needed to deliver on reliability, performance and mobility, and most importantly data security.”

Jeremy Chellan, Vice President, Head of End-User, Mashreq Bank

“Although many financial institutions talk of AI and robotics, Mashreq Bank is already at an advanced level of use and implementation,” says Chouhan, a leader in innovation in the UAE region.

Harnessing robots and AI results in savings in both costs and time, as well as minimal or negligible error rates, and better compliance for the regulatory industry. The use of new technologies has resulted in a more consistent and reliable customer service at Mashreq, as the error rate is negligible. “At the heart of the robotics and Artificial Intelligence capabilities that are coming, the core impact is revolutionizing the customer experience,” adds Chouhan.

“Proactive Management with HP TechPulse had the built-in ability to analyze all hardware across our environment and report back what would be Windows 10 viable, what would migrate to Windows 10 quite seamlessly, what would migrate to Windows 10 but have risk and what was not compatible at all. Also, which machines would be ideal VDI candidates,” says Chellan. “This was crucial, and HP TechPulse helped us build a business case.”

The proof of concept revealed that 56% of existing devices could not be upgraded to Windows 10 and would have to be replaced.

15%

reduction
in CAPEX

93%

end-user
satisfaction

Solution at a glance

Services

HP Proactive Management
HP TechPulse
HP Device as a Service (DaaS)

Hardware

HP EliteDesk 800 Workstations
HP ProDesk 400 Small Form Factor Desktops
HP EliteBook 840 Notebooks
HP EliteBook x2 Notebooks
HP Z24nf 24-inch Display Monitors
HP EliteDisplay E223 21-inch Monitors

Benefits

Costs reduced and user satisfaction raised

HP Proactive Management has provided Mashreq Bank with deep insights into end-user performance and behavior which has enabled it to select the optimal devices for users and identify and mitigate potential issues before they become problems.

“These kinds of insights were not previously available to us because of the size of our environment and lack of sophistication in comparative tools. If we had done this manually it would have taken us many months and we would not have achieved the accuracy that we had with HP TechPulse,” says Chellan.

Correctly identifying end-user workloads has reduced the bank’s planned CAPEX investment by 15% and resulted in the creation of the most appropriate computing environment.

Windows 10 application and user profiling automation has eliminated manual user profiling resulting in significant cost avoidance which has been reinvested into other strategic projects globally. Improved end-user satisfaction has also been tracked at 93%.

Chellan concludes: “HP desktops and laptops combined with HP Proactive Management, provide us with the capabilities and features that enable the agility, efficiency and mobility that we need.”

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