vunet

Accelerating RBLs' Digital Transformation through Vunet's Modern Visibility Solution

Synchronized Digital Banking Enabled

End-to-end visibility with deep business insights at a glance delivered by VuSmartMaps ™ across RBL's platinum customer facing core banking applications, has been a feather in the cap for RBL's digital transformation journey.

VuSmartMaps ™ uniqueness of providing transaction visibility mapped to customer's business journey coupled with intelligent and contextual alerting has enabled RBL team to be more proactive and mitigate issues before their customer senses it. A true alignment delivered to RBL's philosophy of customer is the prime focus.

RBL has been on a digital transformation journey to be a futuristic and innovation driven institution. Mr. Sankarson Banerjee, the Chief Information Officer at RBL, recognized as one of India's most influential CIOs, is known for building tech-centric businesses.

He has been focused on digital transformation initiatives at RBL and transforming the legacy workflows. Under his leadership and vision, RBL has been an early adopter of emerging technologies to fuel the banks' growth ambitions.

RBL's
Need?

The Banking industry, which has been at the centre of the digital revolution that India has been witnessing, is accelerating its digital journey, as customers are adopting high digital touchpoints such as internet banking, mobile banking, wallets, UPI etc for their day-to-day financial transactions.

This has ensued in a new digital working model which has been further enhanced by the pandemic situation.

RBL, with a vision of being a digital bank with innovation at its core, has been focused on delivering superior customer experiences. With the advent of the new digital normal, RBL realized, availability and optimal performance of IT systems is paramount to drive customer's overall and seamless experience resulting in a positive impact on their brand.

So, the bank embarked on an initiative to drive the uptime and proactive monitoring of the platinum customer facing applications such as Retail Internet Banking, Corporate Internet Banking, Mobile Banking, UPI etc.

The
Solution

To bring fruition to their initiative of providing enhanced customer experience through proactive monitoring and increased uptime of the applications, RBL selected vuSmartMaps ™, AIOps platform from VuNet Systems.

Quote by Mr. Sankarson Banerjee on why they selected vuSmartMaps ™, how the solution has helped them enhance their customer experiences

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As we continue to engage with our customers who are increasingly using Digital platforms, we wanted to provide them a failproof and seamless experience. Vunet's solution, vuSmartMaps ™ is helping us do that and reinforcing the trust our customers have in us

Mr. Sankarson Banerjee
CIO, RBL Bank

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Digital transformation is no mean task and end-to-end visibility is a cornerstone of RBL's digital transformation journey. Our solution vuSmartMaps ™ deployed across RBL's core customer facing applications has provided RBL a unified end-to-end visibility and intelligent alerting elevated at a business journey.

Ashwin Ramachandran
CEO, VuNet Systems

vuSmartMaps ™ is an AI enabled enterprise visibility and analytics platform that provides end-to-end business view of a transaction journey (E.g., Funds Transfer) as it flows through multiple applications, infrastructure touchpoints and business processes (E.g., Authentication and Authorization, Balance Check, Debit, Credit and Notification). vuSmartMaps ™ is designed to overcome the visibility challenges stemming from a distributed set of applications and the supporting infrastructure that has come to be in most enterprises that have been on a digital transformation journey.

It aggregates information from diverse data sources such as servers, network devices, load balancers, firewalls, applications, and databases to provide a unified view of the transaction health. It is a new age holistic solution that helps enterprises reduce transaction failures, increase system uptime, application performance and driving superior user experience. The platform is built on Bigdata technology and architecture and hence, provides real-time business analytics along with transaction monitoring.

Benefits
Realized by RBL

- **End-to-end visibility**
  - Unified visibility along a business transaction journey in real-time
  - Aggregates information to build custom insights using big data approach

- **Quick issue identification and ease of getting to the root of issues**
  - Visibility of transactions across multiple touch points has accelerated RBL's root cause analysis and identifying exactly the application or infrastructure causing the failure.
  - With interlay of Machine Learning, alerting has become intelligent and contextual
  - Real-time User Experience measurement with a first-ever dashboard measuring user experience.

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> *I am impressed by the end-to-end unified visibility provided by vuSmartMaps ™, unlike the other tier-1 tools that we have deployed, which provides only host specific view at an application code or database level*
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> **Mr. Sankarson Banerjee**
> CIO, RBL Bank

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- **Flexibility of data adaptors**

  - vuSmartMaps ™ log adapters/models are extremely flexible and adaptable to RBL Banking environment, highlighted as the biggest success of this implementation

  - Leveraging the transaction visibility provided by vuSmartMaps ™, RBL has been able to improve the telemetry of its application and standardizing the logging approach

About RBL Bank

RBL Bank, one of the fastest growing national private sector banks with over $ 1.1 Billion in revenue is a front runner in being a digital and futuristic bank. Headquartered in Mumbai, it offers specialized services under six business verticals namely: Corporate & Institutional Banking, Commercial Banking, Branch & Business Banking, Retail Assets and Treasury and Financial Markets Operations. It currently services over 9.08 million customers through a network of 403 branches, 1,344 business correspondent branches (of which 259 banking outlets) and 412 ATMs spread across 28 Indian states and Union Territories.

About VuNet

VuNet Systems is an AI & Big Data analytics company revolutionizing digital transactions. vuSmartMaps ™ is next generation full stack observability solution built using big data and machine learning in innovative ways to monitor business journeys and improve user experience. Monitoring more than 2.5+ billion transactions per month, the AIOps platform is helping the largest Banks and Payment Gateways to improve their digital payment experience, driving more financial inclusion across the country.

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