

SBI Sumishin Net Bank of Japan accelerates customer service

SBI Sumishin Net Bank (SSNB) is an Internet bank jointly established, as an innovative customer-oriented new bank, by SBI Holdings and Sumitomo Mitsui Trust Bank. Customers today expect services to be delivered with rapid speed. SBI Sumishin Net Bank has built its reputation on quality and speed of customer service. When they needed help delivering on their brand promise, they turned to IBM Application Innovation Consulting.

The challenge:

- Due to complex API development processes, delivering new services in response to customer needs was problematic. The average time to deliver a new product or services was between 6 to 7 months.

Bank requirements:

- To remain competitive and differentiated, the bank needed to be able to develop and deploy applications and services in-house with speed, quality and security.

How IBM made a difference:

- By partnering with IBM, SSNB was able to manage their own API development and release new services to market more quickly.
- SSNB accelerated customer service while protecting customers' credentials and data security by implementing OAuth on IBM DataPower Gateways.

The benefits were clear:



Months to minutes: Reduction in cost and time to market: Now, the bank can develop a new API in minutes at zero cost, without help from external vendors



Expanding partnerships: it's allowed them to expand their partnerships with Fintech companies and other banks in Japan.



Improved market perceptions: After SSNB deployed the new API management, it has received high volume of positive feedback on social channels such as Twitter and Hatena Bookmark.