



Success Brief

Intel® Itanium® 2 processors
Financial Services

Growth Creates Opportunity

Intel® Itanium® 2 microarchitecture enables MKB to compete in a growing market

The Hungarian financial market is a demanding environment for any bank. With around 40 national players, and following Hungary's recent integration into the EU, companies must strengthen their competitive edge and increase customer base in order to survive.



Driving Success Through Improved Services

MKB, one of Hungary's top three banks, wished to support its growth strategy and stay ahead of the market by acquiring more companies and customers. To achieve this, the bank needed to improve and extend the services it offered to customers, by improving its Internet banking system and optimising core banking by introducing a new Globus package. The company also wished to improve internal efficiency by optimising essential enterprise applications like SAS Business Reporting software.

MKB invested in a powerful and highly reliable Intel® Itanium® 2 processor-based platform to power three business critical applications – Globus core banking software, SAS business intelligence programmes and Internet banking

Measures of Success

- Real time visibility of internal operations enables better decision making and faster identification of business opportunities
- Centralisation of all bank details onto Globus running on Intel Itanium processor-based servers creates more efficient operations
- Internet banking is up to 50% faster, improving customer experience and satisfaction
- Three hour savings on each batch of SAS business reporting means all transactions can be processed and analysed in a specified timeframe, enhancing business intelligence

“Since switching essential applications to an Intel® Itanium® 2 platform, we have seen significant improvement in performance and processing speed.”

László Bessenyei,
General Manager
of IT Operations, MKB

MKB invested in an Intel Itanium 2 platform to drive competitiveness by enhancing enterprise efficiency and improving customer services.

The Intel-based architecture at MKB increased the speed of personal online banking by 50%. This, paired with the high reliability of the system, will increase customer satisfaction while giving the bank a strong advantage over its competitors.



The SAS business intelligence software is now able to process transaction data from the bank's 60 branches three hours faster, meaning all transactions can now be analysed each day, which was impossible previously. Increased system responsiveness has enabled staff to work more efficiently with essential core banking application Globus.

Through the improvements the Intel-based architecture has brought about in both customer facing and internal processes, MKB has succeeded in meeting strategic goals and positioned itself for growth.

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Return on Investment

- Data processing accelerated for key SAS business reporting software, enabling more information to be analysed and increasing business intelligence available to facilitate decision making
- Scalable back end powered by Intel® Itanium® 2 platform offers strong platform for growth
- Globus core banking application is more efficient, optimising staff productivity
- Reliability of Intel-based solution has enabled 100% uptime for 18 months since deployment
- Scalability and cost effective performance enable continued growth of company and customer base
- Strategic investment in IT to power business critical processes positions MKB as a technology leader in Hungarian financial market

