

# Taishin International Bank upgrades to satisfy the current and future technological demand for e-banking products



#### Location

Taipei, Taiwan

#### Industry

Banking

#### Business challenge

To implement a system with traditional Chinese text translation that will ensure convenience and security

#### Solution

- Connect:Direct®
- Sterling Managed File Transfer™

#### Benefits

- Increased productivity and better customer relationships
- Multiple platform support and translation
- Positive user feedback

## Taishin International Bank

#### Customer background

Established in 1990, Taishin International Bank (TIB) is headquartered in Taiwan with 105 existing business units. They offer a wealth of banking solutions; however, their primary customers most commonly use ATMs and customer call centers.

#### Business challenge

E-banking is the buzzword in the banking industry, with many banks seeking to upgrade their IT systems for better convenience, security, and ease of use. TIB is no exception. Plans are underway to change their mainframe system from its current IBM system to an open system by introducing Connect:Direct from Sterling Commerce. "This change will satisfy the current and future technological demand for e-banking products, and provide our customers with a variety of fast and simplified services," said TIB's Information Technology Department Senior Vice President, Wen-Tzong Duh.

When considering a new IT solution, TIB looked at several important factors. The system would need to provide multiple platform support and offer data transfer and security capabilities, as well as system stability and efficiency. It was also important for the IT solution to handle traditional text translation functions since Taiwan uses traditional Chinese text instead of the simplified version used in countries like China and Singapore. In addition, Duh added that "having a user-friendly interface and being reasonably priced were two other considerations in purchasing an IT solution."

#### Solution

In order to satisfy the technological demand for e-banking products, TIB implemented Connect:Direct, a leading solution within the financial services industry for reliable and secure file transfer. Connect:Direct's automated and management technology has allowed

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*“Taiwan’s Taishin International Bank has deployed IT systems like Sterling Commerce Connect:Direct to cope with the increasing market need for sophisticated IT solutions and to handle traditional Chinese text translation.”*

Wen Tzong Duh  
Senior Vice President, Information Technology Department,  
Taishin International Bank

Taishin to focus on their priorities, like providing personalized services for their customers. Connect:Direct has also allowed them to introduce more interactive and varied services for their ATMs, like opening and closing accounts and ordering movie tickets in advance.

It was especially important for all TIB’s IT systems to be able to handle traditional Chinese text translation functions. All such transactions at Taishin are handled by their IBM mainframe and open systems (UNIX and NT). “These two systems use the IBM HOST CODE and BIG-5 CODE respectively,” said Duh. “Which, in turn, handle the Chinese translation procedure for Taishin.” Connect:Direct has provided the bridge for the two systems, transferring data between Taishin’s IBM systems and UNIX and NT systems.

Taishin decided to employ Connect:Direct because “it had multi-platform support and Chinese translation features.” This solution has enabled the bank to deliver higher levels of service, manage their growth, and remove the risk of security breaches for all file transfers that drive their business.

Connect:Direct is a component of Sterling Managed File Transfer, which is a group of products that provide transmission services, management/monitoring,

security, automation/integration, and SLA management for enterprise data transmissions. This solution enables you to deliver higher levels of service, manage your growth, and remove the risk of security breaches for all the file transfers that drive your business.

### **Key benefits**

**Increased productivity**—Connect:Direct enables Taishin to offer their customers a variety of fast and simplified services. The implementation of Connect:Direct has resulted in Taishin building better relationships with its customers and increased productivity.

**Multiple platform support and translation**—Connect:Direct can handle traditional text translations, allowing data transmission from any to any operating system. For TIB, Connect:Direct has provided the bridge between their IBM systems and UNIX and NT systems.

**Positive user feedback**—Along with having a user-friendly interface, Connect:Direct allows for file transfer compression and has an efficient processing speed. “On top of that,” said Duh, “Sterling Commerce solutions have a high rate of usage in the market, as well as good user feedback.”

### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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SC0656 07/09