

# Kookmin invests in customer relationship management, computing capacity, and manageable computing power



## Kookmin Bank

### Location

South Korea

### Industry

Banking

### Business challenge

To implement a system that will shift toward a multi-specialist strategy of approaching customers

### Solution

Connect:Direct®

### Benefits

- No defined limit on file sizes
- Ease of use
- Satisfies regulatory and industry requirements

### Customer background

Kookmin Bank merged with Housing & Commercial Bank in 2001, making it the largest bank by both asset value and market capitalization in South Korea. Private banking was launched late last year at Kookmin in order to shift away from the company's traditional universal banking approach.

### Business challenge

As traditional sources of income become saturated and banks become increasingly competitive, Kookmin is determined to stay ahead with good customer relationship management, computing capacity, and manageable computing power. More than that though, Korean banks are looking to diversify their product ranges which will entice

customers to spend more with them. Customer relationship management and customization are becoming more and more important for banks with large customer bases and increasingly diverse product portfolios. South Korea's largest bank is no exception with its latest shift towards a "multi-specialist strategy" of approaching customers.

For Kookmin to remain competitive they needed to be able to reallocate assets from an IT focus to a customer focus. They decided to look externally to solve this need. Kookmin required vast amounts of computing power to keep its systems running with minimal interruption. Ease of use and after-sales service also rank highly in Kookmin's list of requirements for such a system.

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*“Kookmin is determined to stay ahead with good customer relationship management.”*

Kwak Kwang-Soo  
General Manager,  
Kookmin Bank

## Solution

How does Kookmin bring all these factors together to ease the transition from the old to the new management of customer records and computing systems? They decided to implement Connect:Direct from Sterling Commerce for its ability to transfer high volumes and large files with no defined limits on file sizes. The scalability ensured that Kookmin would be able to handle peak demand and keep pace as their volume grew. This was not a simple task that could be carried out by their internal IT department. “Connect:Direct provides the sheer capacity of transfer rates that simply cannot be done manually,” said Kookmin Bank’s System Team General Manager, Kwak Kwang-Soo. “And Connect:Direct performs such a task securely, efficiently, and quickly between a host and server.”

## Key benefits

### No defined limit on file sizes

Connect:Direct provides the sheer capacity of transfer rates that simply cannot be done manually, and performs such tasks securely, efficiently, and quickly. Connect:Direct has the ability to transfer high volumes and large files with no defined limits on file sizes.

### Ease of use

Along with the product’s ability to offer good customer relationship management, computing capacity, and manageable computing power, its ease of use and after-sales service have been important factors for companies looking to implement a new IT solution.

### Satisfies regulatory and industry requirements

Connect:Direct is the solution that helped Kookmin satisfy regulatory and industry requirements within their file transfer operations. Connect:Direct interfaces with operation system security for user authentication and provides a complete audit trail of data movement through extensive statistics logs.

## 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.

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