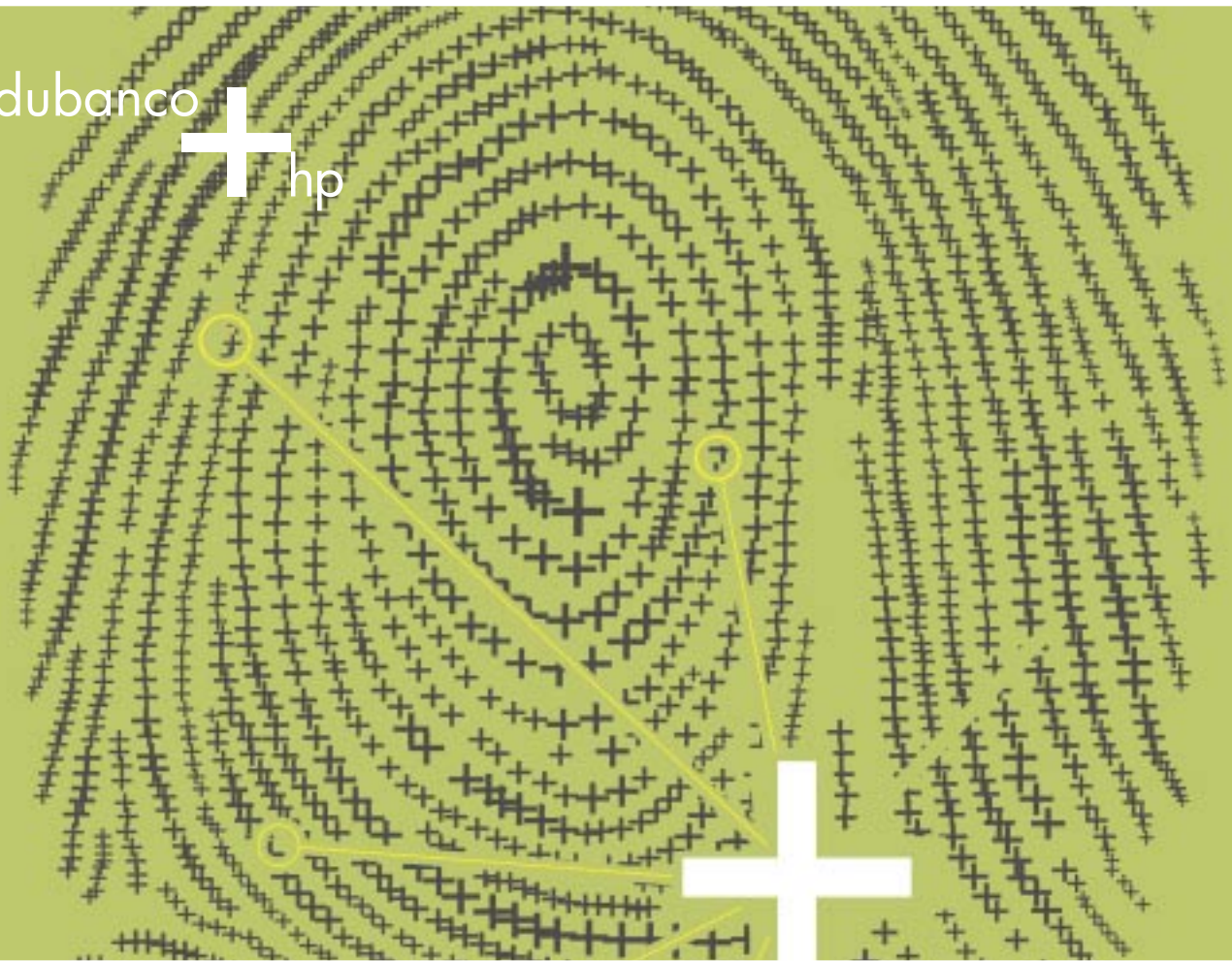


produbanco + hp



Produbanco steps up.

Four years ago, Produbanco recognized a major opportunity to grow into Ecuador's leading bank but understood that what customers needed and desired was a bank they could trust. Produbanco also realized that its technology infrastructure at the time was outdated, inefficient and inflexible. Even the basic process of reconciling daily transactions took so long that it interfered with the next day's operations. Gaining new customers and branches would only make things worse.

Produbanco had the will, but what was the way?

Trying before buying

HP's blueprint for an adaptive infrastructure utilizing proven technology and services was the clear choice for Produbanco. With Microsoft as a partner, HP was able to create a model of the proposed solution for the bank. At the HP Houston facility, Produbanco executives were able to see a conceptual version of business agility in action, including a stress test that simulated all of Produbanco's branches working at the same time. This convincing demonstration was all Produbanco needed.

The system behind the scenes

The HP-Microsoft partnership began by rebuilding the outdated architecture into an always-on, mission-critical core banking system. Today, all of the bank's daily operations are run by a system using Microsoft .NET solutions on HP ProLiant servers and HP storage-area network (SAN) technology using the HP StorageWorks Enterprise Virtual Array, designed to meet the bank's present and future needs. The new structure is fast, stable and secure, has a guaranteed 24-hour uptime and is able to support leading edge improvements, such as the new fingerprint security systems Produbanco is currently installing for use by all of its customers.

Twice the size in two years is just a start.

With increased efficiency, capacity and security provided by its new IT infrastructure, Produbanco was able to double its size and is now one of Latin America's leading financial institutions. For Produbanco, HP—a leader in .NET solutions—and Microsoft aren't merely vendors but providers of a complete customer service solution. And now, as Ecuador's fastest growing bank, Produbanco can confidently welcome all its new customers with stability and security.

