Business Challenge

The mission and vision of TMB Bank PLC is to be the leading Thai bank in world-class financial offerings and services. Customer-centricity is a vital part of their goal that spans a national network for all branches and ATMs and services more than 5 million customers.

To continue to service their customers in the best possible way, TMB introduced a new version of their Internet banking platform and the MIB (Mobile and Internet Banking) application. The application was specifically designed based on customers’ needs, including greater accessibility, security and functionality.

Paramount to the application is convenience and simplicity to give customers the freedom to utilize online transactional banking services anywhere, any time.

At the top of the list was the ability to deliver the best user-experience possible. Both business and IT stakeholders embarked on a journey to find the best digital performance monitoring solution in the market. They selected Dynatrace.

Solution

With the Dynatrace digital performance platform of solutions, TMB Bank now empowers its IT team and ensures the quality of mission critical application and banking services. Dynatrace shortens their application release cycles, helps them debug performance issue in pre-production, and reduces mean-time-to-resolution through rapid root cause identification.

Collaboration across stakeholder teams are also improved as each team member has right information at their fingertips to act upon. No more wasting time on guessing, finger-pointing and searching for days and hours for the root cause.

To further enhance the bank’s visibility into the user-experience of its customers, TMB also deployed Dynatrace Data Center RUM which helps them understand the business impact by affected users and transactions.

Results

The Dynatrace portfolio of APM solutions helped prepare the launch of the MIB (Mobile and Internet Banking) application from testing all the way to production. Using Dynatrace, TMB was able to see that they needed to increase their web servers from 2 to 8 in order to optimally launch the MIB application for 200,000+ customers.

Dynatrace also gave them visibility to reduce the overhead of a WebSphere server when it detected that the default configuration was making the website slower. Because of insights like this, TMB was able to improve their online performance by 3X.
"At TMB, we are strongly committed to continuously strive for excellence. We are always on the lookout for ways to improve our business operations, become more competitive and ensure that our customers are even more satisfied at every touchpoint with the bank. The Dynatrace Application Monitoring solution helps ensure that we provide world class services and user experience and improve the way we serve our customers."

— Khun Somsak.

Post-launch, Dynatrace helped optimise the application, for example reducing the number of web servers for the day-to-day operation - all while maintaining the performance of their mission critical applications.

"In a fast changing and competitive market like Thailand’s, we need to ensure that our customers were able to perform their transactions seamlesssly, be it mobile and internet banking credit card services or cash top-up services. Today our business and IT teams are able to understand a common goal - user experience — and collaborate effectively to achieve the best business results. Dynatrace dashboards tune-in business metrics that gives us both a high level overview, but also the ability to drill down to into operational details that the operations and development team can take action on quickly,” said Somsak Phokhawannakorn, SVP, Senior Vice President.

High level Application Health Dashboard for Mission Critical Application

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Khun Somsak concluded.

**Dynatrace Digital Performance Platform – its digital business...transformed.**

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world's most complete, powerful and flexible digital performance platform for today's digital enterprises, Dynatrace has you covered.