



DNB with clear road map achieved success on their automation journey with TCS



WINNER: NATIVE AUTOMATION

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The Situation: Norway's largest financial services group, DNB, faced the challenge of maintaining sustainable business operations with its fragmented IT infrastructure. DNB also faced the ubiquitous industry challenges of staying relevant in times of innovation and disruption, low velocity of new digital product launches, managing fragmented IT support and manual processes, overcoming a lack of transparency in business services, and facing higher costs of IT operations.

With its strong presence in the Nordic region, DNB realized the need for its IT transformation to provide its customers with uninterrupted quality services. With its new strategy called "For the Future," DNB selected TCS as its strategic partner to help overcome the challenges and guide it throughout the process. With TCS, DNB commenced its transformation journey with a new structure and operating model, new ways of working, new culture, and new business and partnerships.

The main objectives of this transformation journey were to ensure stable and secure operations of the bank's IT systems, cooperation between IT and business operations, faster development of products and services, stronger culture and management in internal IT, and consistent quality, risk management, and compliance.

The Solution: TCS approach of eliminate, optimize, and automate with TCS' Machine First Delivery Model

With DNB's requirements and the investments it had already made, TCS built an automation framework on DNB's existing information technology service management (ITSM) platform, integrating it with other third-party automation tools. The entire automation journey was based on TCS' Machine First Delivery Model (MFDM™) approach with agile methodology, highly focused on automating operations.

TCS implemented futuristic tools and built monitoring solutions for specific applications and infrastructure to handle events. Before it began automating, TCS eliminated monitoring tools' unactionable alerts to reduce noise. It achieved further optimization by configuring rules for event correlation and suppression.

TCS automated approximately 25% of DNB's infrastructure and applications in three categories: capacity, system performance, and overall performance efficiency. TCS leveraged its Cognix™ Blueprint Framework for CMDB maturity improvement to improve CMDB maturity, which later increased from 46% to 98%.

To achieve Zero-touch Automation throughout the value chain, currently TCS is in collaborative stage of automation, building the system with artificial-intelligence-based self-learning and self-healing.

The Result: Smart planning and execution of an automation framework ensure sustainable and futuristic IT and business operations

TCS provided DNB with an automation framework, increasing the system availability to 96.1% from 92.6%. The MFDM™ eliminated repetitive tasks and increased employee productivity and satisfaction. Agents' availability further increased to 99.9%, resulting in high customer satisfaction. Automated systems delivered digital products three times faster with a better velocity. Business Aligned

Command Centre enhanced collaboration between IT and business operations. Monitoring dashboards increased the availability of business-critical applications. The futuristic solutions TCS provided throughout the journey increased DNB's operational agility to 100%, making it more flexible to adopt the changes.

The Bottom Line: Consolidating technologies, standardizing the processes, and change management are the keys to achieving sustainable business operations with secure IT infrastructure.

Business understanding, vast technology and industry experience, skilled talent, and ensuring return on investments helped TCS drive this transformation journey with high client satisfaction. We appreciate TCS valuing its clients' pre-investments, building the framework on the existing toolset, integrating third-party automation tools, and proposing a solution that consumed the capabilities of the existing toolset within DNB. The eliminate, automate, and optimize approach is recommendable, ensuring the TCS's in-depth understanding of DNB's business.

HFS designated TCS' partnership with DNB for the Native Automation HFS OneOffice™ Awards for their approach, with the clear vision of their road map aligning to the business goal.

Enterprises' understanding the relationship between technology and business and remaining persistent throughout the journey are the keys to organizational success. While planning an automation journey, both the client and the service provider must be aware of their vision and roadmap, thus ensuring the right path to reach their goal.

HFS Research authors



Krupa KS

Senior Analyst

Krupa is a Senior Analyst at HFS Research, and she is part of data products. She is responsible for ITO-BPO outsourcing contracts, merger and acquisition data collection and analysis for different service lines. She also works with practise leads on different research reports.



David Cushman

Practice Leader

David leads our Emerging Technology Practice – tracking OneOffice enablers from automation and AI, to data and design thinking, integration, process orchestration, workflow and intelligence. He is deeply engaged in research into business value delivered by SaaS, and also leads our HFS Hot Vendors program.

Experienced in start-up, scale-up and large-scale digital transformation programs, he has led digital development at the UK's fastest-growing media company, founded and grown digital consultancies across Europe and worked with world-class companies as a director in digital strategy advisory at a tier-1 services provider.



Tom Reuner

Research Leader

Tom Reuner is Research Leader at HFS. Tom is responsible for managing the HFS IT Services practice with coverage areas including cloud native, application modernization, and quality assurance. Furthermore, Tom covers the emerging ecosystems of ServiceNow, Salesforce, and Pega. Leveraging his long entrenchment in the automation community, Tom drives HFS' thought leadership on automation. A central theme of his research is the orchestration and increasing interdependency of approaches such as RPA, AIOps, Observability, and AI. He is also managing the Top 10 program to ascertain consistency and thought-leadership.



About the HFS OneOffice™ Awards

Organizations around the globe must now embrace a world where perfectly aligning business outcomes with their enabling technologies demands focus, nerve, and creativity. The HFS OneOffice Awards showcases those teams and organizations that have embraced change, taken decisive steps, and transformed processes and technology to take their businesses into a new era.

HFS OneOffice Awards categories:

OneOffice Mindset • Innovation Ecosystem • Diversity • Sustainability
Native Automation • People and Process Change • Data and Decisions

HFS has a proven history of providing straightforward insights based on research, data, and forward-looking trends. The HFS OneOffice Awards provides a window through which organizations can showcase successful transformation projects and where others can find inspiration and fresh thinking to help them along their journey. Our respected, resourceful, and responsive analyst team brings their experience and knowledge to bear to ensure that successful, proven results are lauded and commended.

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