

# SAMSUNG SDS Cloud Platform

## Case Study

## Enhanced Digital Channel Structure for Finance

Higher agility and service competitiveness secured by improving digital channels

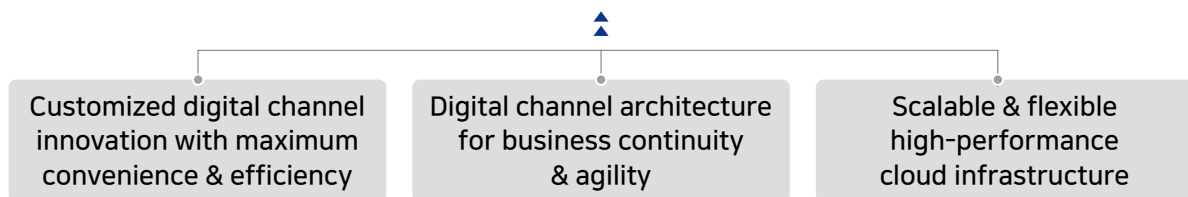
### Challenge

Digital finance businesses are facing fierce competition as the financial markets are restructuring with an accelerating trend of contactless and competition among platform businesses. With the highest priorities on customer values, Samsung Card needed to secure a competitive edge in services to lead the markets through customer-oriented digital channel innovation.

The credit card company has been preemptively responding to the changing financial circumstances, including the launch of a next-generation website with competitive mobile services in 2016. Now, the business has built high-performance cloud infrastructure in order to increase efficiency of the website for the digital generations, secure agility to rapidly respond to market changes, and flexibly respond to service expansion.

With the new effort, Samsung Card has successfully developed customer-driven digital channels and secured business agility to reinforce financial service competitiveness and lead digital innovation.

### Stronger Service Competitiveness and Digital Innovation



### SDS Cloud Service

### Samsung Cloud Platform

Samsung SDS offers convenient self-served cloud services for enterprises from resource creation to monitoring/billing. Customers can enjoy pleasant cloud experience of the highly-available and reliable private cloud services with the convenience of a public cloud.

- Compute : Virtual Server, VM Auto-Scaling, and Bare Metal Server
- Container : Kubernetes Engine and Kubernetes Apps
- AI & Analytics : Kubeflow and Kafka
- Security : DDoS Protection, WAF, IDS, Web Vulnerability Assessment, and Certificate Management

## Solution

### Agility

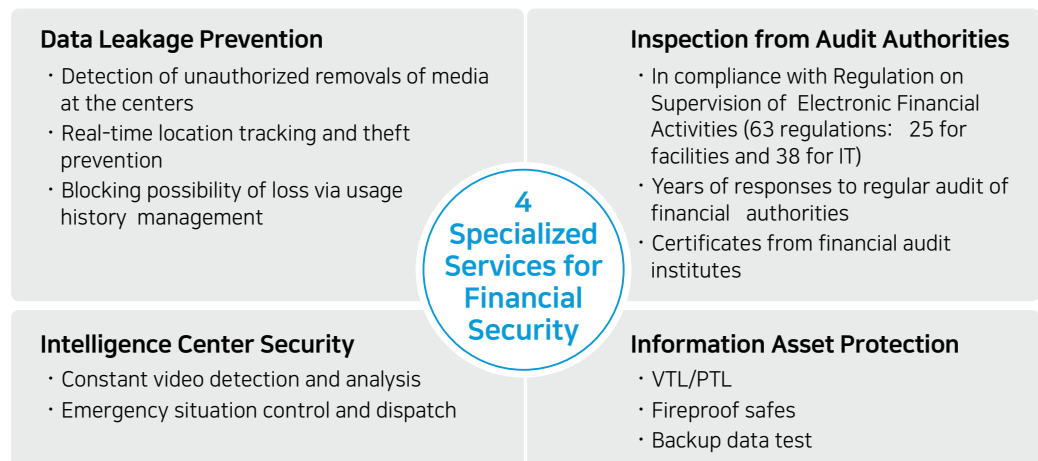
- PaaS and container service optimized for MSA with guaranteed scalability and flexibility (e.g. Kubernetes, cloud management platform, middleware, and DevOps services)
- Usage-based pricing system and services with low cost and high efficiency

### Reliability

- Optimized configuration for hybrid clouds considering cost and reliability (public for flexible infrastructure and private for fixed infrastructure)
- Architecture made for redundancy, data backup, and disaster recovery
- Reliable operations based on 30+ years of experience in finance industry

### Security

- Finance-specific infrastructure services in perfect compliance with related regulations and standards (satisfied 141 criteria under CSP security assessment of Financial Security Institute)
- 4 specialized services for financial security



## Benefit



### Cost Reduction

- Around 30% cost reduction compared to self-built infrastructure



### Guaranteed Agility

- Able to respond to bursting demand, such as disaster relief funds
- DevOps to shorten transfer period from development to operations



### Stronger Security

- 4 specialized financial security services to secure security levels of private clouds

FOR MORE INFORMATION

**SAMSUNG SDS**



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