



## HSBC

HSBC secures international competitive advantage and drives down IT costs across the enterprise

### Challenge

HSBC Group was devoting ever more resources to IT maintenance and support, despite a growing demand for new applications. HSBC needed to realign and optimize IT resources, to free staff for new business critical projects.

### Solution

➤ Micro Focus Enterprise View™

### HSBC

The HSBC group has a unique international presence as one of the world's largest banking and financial services organizations. Headquartered in London, HSBC's international network comprises over 9,500 offices in 76 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. HSBC is listed on the London, Hong Kong, New York, Paris and Bermuda stock exchanges.

HSBC's international network is linked by advanced technology with a rapidly growing e-commerce capability. Services include personal financial services, commercial banking, corporate, investment banking and markets, private banking and other activities.

### The challenge of releasing staff to work on innovation

With global business expanding at an increasing rate, HSBC's IT organization launched a project to examine how to use its IT assets more effectively. Despite growing demand for new developments, simply maintaining and supporting existing activities took considerable resources. The challenge was to release staff to take on new work and create a central support team. This would reduce costs significantly and improve productivity.

Meeting the challenge needed tools capable of delivering complete transparency over HSBC's IT environment. This would enable the right decisions to be made regarding the best use of each element across the IT architecture. As part of this, the team would also need to analyze and document existing systems, which had evolved without adequate controls, in order to make informed judgments about their value and future usage.

### Highlights

- Completion achieved in weeks rather than months
- Improved communication between regions
- Savings in staffing and services
- Higher quality applications and improved standards
- Greater autonomy and reduced dependency on experts

"Micro Focus software gives us an accurate, up-to-date view across our whole applications portfolio and analyzes every platform so that we can identify those areas that are using a lot of resource and focus on cost reduction. We aim to reduce our IT costs by 10 percent per annum."

**Andy Givens,**  
 Head of IT Mainland Europe, HSBC

Given that level of insight into its own international organization, HSBC expected to implement key system support globally and enable best practices to be shared effectively at the lowest economic cost.

HSBC IT believed successful implementation would enable IT to realize an annual reduction in costs of 10 per cent

**Visibility into global IT systems was key**

The first step was to provide the required visibility into HSBC’s global IT system. After studying alternatives, HSBC selected Micro Focus Application Portfolio Management (APM) software as the best choice. One key reason was that Micro Focus APM could operate in HSBC’s existing multi-platform environment.

“There are a number of tools out there,” says Andy Givens, Head of IT for Mainland Europe, HSBC. “But Micro Focus is the only one that actually works across the lifecycle of maintenance and across all the platforms we operate on, and allows access to such a depth of information.”

The system transparency provided by Micro Focus APM solves a series of previously intractable problems. Its components satisfy a series of demanding and difficult business drivers while enabling shared best practices across HSBC’s many operational regions. With Micro Focus APM, HSBC found that it could:

➤ **Maintain peak functionality across the organization:** Given the rapid evolution of technology, the quality of data provided by Micro Focus APM enables HSBC to maintain and re-engineer its IT estate effectively. It provides close analysis of IT assets, a profiling process that clearly defines systems due for modernization, and the ability to rank the relative values of IT assets to the enterprise.

➤ **Document and control existing technologies:** Though legacy technologies are often poorly documented, they still have a place within the organization. Micro Focus APM provides visibility into how much value a system gives and at what cost, enabling sensible business decisions on whether and how to modernize or replace them with new technology over time.

➤ **Provide end-to-end system visibility:** In conjunction with HSBC’s policy of supporting key core systems globally, Micro Focus delivers the end-to-end applications view required to bring IT components into clear focus. The result is better quality application development, more efficient maintenance, and tighter management of changes to applications. HSBC can now share changes around the world, dramatically reducing costs.

➤ **Enable informed decision making:** Micro Focus APM profiles the full application and data portfolio, offering focused business and technical dashboards for the CIO, project managers, software engineers and others. These dashboard views make relevant information readily accessible, supporting and enabling informed decision-making at each tier of the enterprise.

Applying Micro Focus APM has enabled HSBC to identify applications and programs that use considerable resources. The team can now redesign and rewrite them for better efficiency and IT resources can be focused to produce better results while reducing associated costs.

“There are a number of tools out there but Micro Focus is the only one that actually works across the lifecycle of maintenance and across all the platforms we operate on, and allows access to such depth of information.”

**Andy Givens,**  
Head of IT Mainland Europe, HSBC

**Better, more informed decision making capabilities**

HSBC has now loaded many of its European division applications onto the Micro Focus APM system. Micro Focus APM automatically profiles the full application suite and makes relevant information readily accessible to the people who need it, when they need it. The result is clarity, understanding and insight to support decisions for strategic change.

Micro Focus APM has brought a sharpened focus to HSBC’s complete IT strategy as the portfolio management project advances. Its benefits continue to grow.

**Savings in staff and services**

As a result of the project HSBC has been able to migrate 250 IT services into an efficient and productive central support team, releasing 30 staff members to work on new projects.

“Micro Focus has helped us to get application knowledge into these teams quickly,” says Givens. “It is a really easy tool to use and very intuitive so our developers have found it easy to pick up.”

### Faster times to completion

Where it used to take up to several months to analyze a system prior to taking on a maintenance activity, HSBC IT now normally completes the activity in several weeks, greatly reducing the time-related expenditure put into support.

“We have managed to do in a matter of months what would have taken years before,” explains Givens. He notes that Micro Focus makes sharing work between the various large development centers around the group much easier. “Applications that have been built anywhere in the world can be maintained and supported and changed at any one of our IT centers.”

### Greater autonomy, less reliance on experts

Micro Focus APM has also helped the IT team reduce its reliance on subject matter experts. Micro Focus tools show the details of an application together with a view of its linkages to other applications. This transparency gives an entry point for technicians, helping them to understand how an application interfaces with other systems without requiring consultation with a subject matter expert.

“We have managed to do in a matter of months what would have taken years before.”

**Andy Givens,**  
Head of IT Mainland Europe, HSBC

### Better communication between regions

Adopting a standardized global approach based on Micro Focus APM technology has resulted in a much faster circulation of knowledge between regionally separate divisions. For example, HSBC has used this technology to bring colleagues from its global technology center in India into the project, bringing to bear the full power of that group’s technology solutions on the company’s global operations.

### Higher quality, improved standards

The biggest single impact of Micro Focus APM may ultimately be the ability to maintain IT systems in a quality way. Micro Focus links applications to the quality of their output, enabling technicians to keep their changes to a high standard. With Micro Focus APM, HSBC now maintains systems accurately and speedily to high quality standards, using fewer people and releasing staff to work on new projects.

Micro Focus APM solutions provide a number of compelling reasons for HSBC to continue using them in future IT projects:

- **Multi-platform integration.** Micro Focus APM operates seamlessly across all HSBC platforms and applications. New applications and changes to existing applications need no longer be isolated to local resources, while benefits will be applied throughout the international organization.
- **Clear view of IT resources.** The Micro Focus APM software automatically provides an up-to-date and comprehensive inventory of all IT assets. It will provide the IT team with perfect visibility into the system as new projects are implemented.
- **Accurate, comprehensive profiling.** Micro Focus APM enables profiling of existing systems and defines their relative values to the enterprise, enabling well-founded decisions on their continuation, integration, modernization or replacement. It provides technical clarity by accessing the detailed linkages and modules within an application so technicians can identify how the application interfaces with other systems.
- **Focus on improved business process and productivity.** Micro Focus APM’s focus on the IT infrastructure allows resources to be allocated to bring maximum benefit to the business processes that drive the enterprise. It will improve the quality of output as it automatically discovers and analyses key existing applications and systems, supporting them as they continually evolve to meet new requirements. Its clear visibility into each application or product’s contribution to business process facilitates well-informed management decisions.
- **Knowledge circulation.** Micro Focus APM gives access to the details of an application and an entry point to help technicians understand how the application interfaces with other systems. Its intuitive interface and ease of use enable system developers to master the tools quickly, for faster time to market. By circulating knowledge across the enterprise, Micro Focus APM reduces the need for subject matter experts.

Reviewing the benefits that HSBC has already realized and the anticipated return on investment leads Givens to believe that Micro Focus will continue to play a role in HSBC’s IT strategy. He summarizes, “What we will do is speed up time to market, we will have better quality applications development and certainly in our maintenance area much better quality changes, and we’ll be able to share those applications around the world and therefore keep our costs down.”

### About Micro Focus

Micro Focus, a member of the FTSE 250, provides innovative software that allows companies to dramatically improve the business value of their enterprise applications. Micro Focus Enterprise Application Modernization, Testing and Management software enables customers' business applications to respond rapidly to market changes and embrace modern architectures with reduced cost and risk.

**Contact us at: [www.microfocus.com](http://www.microfocus.com)**

©2011 Micro Focus IP Development Limited. All rights reserved. MICRO FOCUS, the Micro Focus logo, among others, are trademarks or registered trademarks of Micro Focus IP Development Limited or its subsidiaries or affiliated companies in the United Kingdom, United States and other countries. All other marks are the property of their respective owners. sCSHSBC0811