

Case study

Vietnamese Electronic Payment Company (VIETPAY)

»“The enhanced features of Fujitsu’s PRIMERGY BX900 provides VIETPAY a cost effective, easy to use solution that satisfies the needs of our customers.”«

Mr. Pham Hung, Product and Technology Deployment Director, VIETPAY



The Customer

Vietnamese Electronic Payment Joint Stock Company (VIETPAY) was established in May 2007. It is one of the first companies to provide electronic payment services in Vietnam and is now recognized as the leading provider of electronic payment solutions in that market. VIETPAY is connected with most major banking institutions in Vietnam including:

- Vietcombank
- Vietinbank
- Agriculture and Rural Development Bank
- Techcombank
- Sacombank
- Other inter-banking systems such as Bank Net and Smart Link

Through providing the above banking customers a variety of online services, VIETPAY can maintain their market leading position. The focus of VIETPAY’s services are in the following areas:

- Professional distribution of prepaid products
- Direct deposits for mobile services
- Online retail services
- Internet cafe services
- Mobile phone stores in Vietnam.

The Challenge

Due to the dramatically increasing e-commerce market in Vietnam, VIETPAY has faced difficulties in developing a cost effective ICT infrastructure that will meet their changing performance requirements.

VIETPAY’s infrastructure is stored in third party data centers and they pay a lease according to space requirements. The challenge for VIETPAY was to deploy a solution that could reduce this required space, thereby reducing the associated costs. However, VIETPAY also needed to ensure the environment was highly reliable and able to maintain continuous business operation including data backup services. For example, particularly during promotional campaigns, the VIETPAY system was always overloaded and unreliable, significantly increasing the risk to critical business data.

As an online transaction service provider, it was essential that VIETPAY implemented a solution that supported the aforementioned, internet traffic surges during promotional periods and balanced the load of the system through effective management and virtualization initiatives.

The Customer

Country: Vietnam
Industry: E-Commerce
Founded: 2007
Employees: 180
Website: www.vietpay.vn



The Challenge

- ICT infrastructure that can meet the requirements of the dramatically increasing e-commerce market in Vietnam
- Reduce third party data center space and associated costs.
- Implement a reliable solution that can provide continuous business operation and back up services.
- Reduce risks associated with system overload during promotional campaigns
- Support virtualization without affecting the systems performance
- Improve speed and performance of transaction processing

The Solution

- Fujitsu’s PRIMERGY BX900 series including ServerView management software providing high performance, reliability and space efficiency.
- VIETPAY can run applications on a dependent server while still being able to convert large amounts of data and install or load virtualization faster.

The Benefit

- Reduce Total Cost of Ownership - PRIMERGY BX900 can save space and energy consumption at rental service sites.
- Enhance System Operation and Management – ServerView allows VIETPAY to have more system visibility and management options for the administrators.
- Increase User Efficiency - ServerView provides VIETPAY with an easy to use and adopt management tool.
- Increase Performance –High speed processing for transactions and more reliable system performance.
- Flexibility and Scalability - The system can meet the requirements of a rapidly changing environment

Products and Services

- Fujitsu PRIMERGY BX900 S1
- Fujitsu PRIMERGY BX920 S2
- Fujitsu PRIMERGY RX600 S2
- Fujitsu ServerView software
- VMWare

The Solution

Fujitsu proposed to VIETPAY, the PRIMERGY BX900 series blade server system including the ServerView power management software and VMware. The Solution was chosen due to its high performance capability and its ability to meet VIETPAY's more stringent requirements. The reliable blade servers provided a high-density, space saving, fully integrated solution that could easily connect to their server applications.

The Fujitsu PRIMERGY BX900 series is capable of integrating 18 blade servers on a chassis frame. Each blade integrates two Intel® Xeon® CPU's using some of today's latest technology. By integrating a large amount of servers with a high speed internal switch, the system will help VIETPAY run applications on a dependent server while at the same time still being able to convert data and install or load virtualization faster.

The Benefit

Throughout VIETPAY's assessment they identified that Fujitsu's PRIMERGY solution was able to best deliver the benefits they required;

- Increase Performance – The multiple servers connected by an internal switch ensures high speed processing for transactions and more reliable system performance.
- Flexibility and Scalability - Combined with chassis interconnectivity and switch blade stacking, the system can meet the requirements of a rapidly changing environment
- Reduce Total Cost of Ownership - With its compact 18-server high-density design, Cool-safe™ cooling concept and enhanced ServerView software, PRIMERGY BX900 can save space and energy consumption at rental service sites
- Enhance System Operation and Management – With the ServerView software, VIETPAY's system operation and management is enhanced by enabling their administrators to observe, monitor and manage servers remotely from a distance.
- Increase User Efficiency - The easy to use, SeverView management system offers a simplified management solution that VIETPAY's IT staff could adapt to easily.

Conclusion

As Mr. Pham Hung, Product and Technology Development Director at VIETPAY states, "VIETPAY's objective was clear, we wanted to thoroughly understand the needs of the electric payment service users in Vietnam. We absolutely want to focus our creativity and efforts on specific services that can satisfy our customers. Therefore, VIETPAY needed to invest in ICT infrastructure that provides value for money, can satisfy the requirements of our customers and be easy for IT staff to operate."

Mr. Hung further describes why Fujitsu was chosen as the solution to implement, "We made the choice of Fujitsu's PRIMERGY product, due to the outstanding features of Fujitsu's BX900 server. As a result, the staff has been able to operate and manage the system much easier. Furthermore, the excellent security capability of the server means the transaction data has never been more secure and most importantly that makes our customers very pleased. Fujitsu's PRIMERGY BX900 series will ensure VIETPAY is able to fulfill its objective and we look forward to Fujitsu's continued support for VIETPAY's business and its customers.

About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$54 billion) for the fiscal year ended March 31, 2012. For more information, please see <http://www.fujitsu.com>.

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