



BANGKOK INSURANCE

Data Center Infrastructure Management (DCIM)

As the expansion of the insurance industry that has been continuously growing, Bangkok Insurance has focused on the development of IT systems to be always up-to-date by bringing new technologies in working systems for both internal and external organization in order to increase the services efficiency. In addition, Bangkok Insurance has developed IT work system in order to accommodate the needs of customers in the future.

Bangkok Insurance Public Company Limited established on April 15, 1947. Currently, the company has run business steadily to the 66th year with the registered capital in amount of 760.5 million baht (\$2.3 Billion US) under the management of Mr. Chai Sophonpanich, Chairman and Chief Executive Officer. There are comprehensive ranges of insurance products in all types with pride and various honor winning awards that can guarantee the quality. Up till now, Bangkok Insurance has been stepping up to become the leading insurance company of the country. Of course, this success has to possess a great information system behind the scenes.

The Challenge

Currently, the insurance industry is a business group that is highly competitive in terms of products and forms of new services to additionally expand customer base simultaneously as well as maintain the existing customer base.

Moreover, the severe flooding occurred in late of 2011 made the most public gave precedence on making insurance to secure their lives and properties increasingly. Moreover, the existing competition with foreign insurance companies tends to increase after the opening of the ASEAN Economic Community or AEC. All these factors have made the insurance industry adapted themselves, especially applications of modern technologies to be used to upgrade the standards of services and preparing for business growth in the future.

"Data Center" is a key factor of the success to become the leader in this business. Mr. Natdanai Pornchaisiriarun, Senior Vice President, Information Technology Department, Bangkok Insurance Public Company Limited, expressed his vision on deploying the new technology of data center that "Today, data center becomes more important that allows us to run business more easily as weapons to enable us to sell products more effectively."



"Data Center" is a key factor of the success to become the leader in this business.

Mr. Natdanai Pornchaisiriarun, Senior Vice President, IT Department,

Bangkok Insurance focuses on Data Center Management because we realize that without the right data center management solution, we will be unable to accommodate the needs of several businesses. "In the past, we offered new services to meet the requirements of customers or serving rapid claims with the new tools that made employees who are responsible in claiming reach the locations quickly. These require advanced IT systems and a data center that can support and help us expand and upgrade effectiveness of data center throughout. A few years ago, there was a large expansion of the data center so that we had to plan bringing all the great technologies to deploy. We believe that this investment will support sustainable business in the future." added Mr. Natdanai.

Grow your business

Bangkok Insurance recognizes the importance of the data center management system, so the new expansion of data center had to be designed to be suitable and support the future growth of the company. As a result, we need to look for the best technology with electrical system, cooling system and energy efficiency that are important factors.

The solutions that Bangkok Insurance deployed are divided into two parts: The Data Center Infrastructure Management and Cooling Solution. Bangkok Insurance had deployed the data center management after an increase of the demand for IT work system and the needs to get more effective works.

"Six years ago, we had improved the data center within the organization. In those days, we looked for UPS systems that can secure electrical power for the unexpected power outage because our data center must be operating 24 hours and cannot stop working. Recently, we were looking for the advanced technologies for our data center, that is, a solution that can manage the overall data center more efficiently."

"DCIM or Data Center Infrastructure Management software is the right solution that can manage energy and operation costs. The software can drill into subsystems (e.g., UPS) to see where energy is being consumed throughout the data center and report in real-time. The software can model systems such as power and cooling to decide where cutbacks are possible without heightening system risks. We can turn this energy insight into energy relate OpEx savings."



Besides DCIM software, Bangkok Insurance also deployed the InRow Cooling system for our data center. InRow Cooling is an air conditioning system with a horizontal airflow pattern specifically designed for hot aisle/cold aisle configurations in data center. This is to ensure that the equipment inlet temperatures stay constant and adequate for optimal operations. Placing the InRow unit in the same row with the racks moves the source of cooling closer to the heat load. This minimizes air mixing, provides a predictable cooling architecture and nearly eliminates the need for make-up humidification, typically required in data center to deal with static electrical discharge that cool air could cause.

"Previously, we used 2 air-conditioners to cool our servers which caused the hotspot of the servers due to the cooling air was not widespread. Once we switched to deploy InRow Cooling system, it allowed all devices to have proper ventilation, optimized effectiveness and also integrate well with DCIM system."

The smart choice

"The key factors that allow Bangkok Insurance to choose this smart data center management solution are a globally well-known technology that enables our data center to run 24 hours throughout the year. Also, the technology expertise and expert that consult use along the way while implementing for the suitable choices. For all these factors, Schneider Electric has provided us the perfect smart data center management solutions." explains Mr. Natdanai.



"Today, data center becomes more important that allows us to run business more easily as weapons to enable us to sell products more effectively."

