

## Abstract

### Customer Profile



Customer	China Minsheng Bank
Industry	Finance
Country	China
Website	<a href="http://www.ocbc.com">www.ocbc.com</a>

### Solution

Centerm Cloud Clients GM810A  
+  
CDMS  
+  
Citrix XenDesktop

### Deployment Scale

4000 Seats



# Case Study

## China Minsheng Bank

*The total 4000 seats which belongs to its 400 call center, security department and OA department are all deployed with Centerm thin clients.*

## Customer Comments

*“In the past, IT administrators needed to activate the PCs one by one and installed them with all kinds of software; working load is great; after the deployment of Centerm thin clients, our maintenance pressure is much less; for the thin clients are configured with all our software, it only need the stuffs to get the thin client, plug the network wire, obtaining IP address via DHCP server and then they can start their work immediately, which is greatly convenient.”*

---Jia Han, IT Engineer

## Introduction

China Minsheng Banking Corp Ltd. is the first one national commercial bank founded by non-governmental capitals on China mainland. China Minsheng Bank credit card center directly subordinates to Minsheng Bank Headquarter, which locates in Beijing. Currently the credit card center has established 83 branches in 70 cities with over 9000 employees, realizing national coverage of credit card business. Since it formally issued the credit cards in 16<sup>th</sup>, June, 2005, Minsheng Credit Card has issued more than 15,000,000 cards with customer number over 10,000,000 and it is profitable for five consecutive years with a number of key indicators ranking high in this industry. The operating center of China Minsheng Bank credit card center locates in Chendu city and owns an independent office building of over 30,000 square meters. It directly subordinates to Beijing headquarter and aims at building “the 2<sup>nd</sup> headquarter ”of Minsheng Credit Card in Southwest China.

## Challenges

- **Multiple Devices & Wide Distribution**

As a brand new institution, Chengdu operating center has planned 4000 seats which belongs to departments of 400 call center, security, telemarketing etc. The office building of 30,000 more square meters has been divided into dozens of office areas.

- **High defect rate using PCs**

The call center seats run for 7x24, having very high requirements on device reliability. There exists many problems like high power consumption, big heating value, loud noise and high defect rate in normal PC mode.

- **The computer users are not fixed and system problems are a lot.**

Users of each device are not fixed because of job rotation, which results in problems of unstable system and spam information.

- **Few technical stuffs and great maintenance work**

There are not enough technical stuffs for 4000 seats' on-site maintenance.

## *Solution*

- Deploy Centerm thin clients to office seats instead of traditional PCs, for low power consumption, low heat emission, low noise, high reliability and space saving
- Each thin client is pre-installed with all the software that customers need before leaving factory, which greatly save time and energy for customers in deployment.
- Adopting Cinfim management software which is self-developed by Centerm making the technical administrators conveniently manage all the terminals in their office.

## *Benefits*

- After adopting thin clients, desktops become neat and clear; thanks to the no-fan design of the thin clients, the office environment becomes quiet, and the work efficiency was improved.
- Low power consumption & low CO2 emission, making better office environment  
Low power consumption, energy saving, low CO2 emission, environmental protected;
- All the thin clients are pre-installed with all business software, the deployment time is short; the device administrators only need to give out the thin clients and the users can install them by themselves, greatly improving online efficiency.
- Adopting WES7 system with EWF RAM protecting function, ensuring system stability.
- Deployed with Cinfim management software, the administrator can remotely analyze and solve client defects, without frequently going to client side, greatly improving working efficiency.