



# ING DIRECT

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## Optimizing Critical Business Applications for Call Center Expansion at ING DIRECT

ING DIRECT provides online banking to customers throughout the U.S., as well as banking via phone or mail. Unlike traditional banks, ING DIRECT can provide banking services to customers without the overhead and high operational costs.

ING DIRECT's end-user experience proves business critical as the majority of customer interaction that drives business opportunities materializes online, over the telephone or through the mail. However, to guarantee a 100% customer satisfaction, the bank's network dependent applications have to perform optimally—all the time. There are no exceptions.

In order to grow the organization, in terms of call centers, and the services offered such as banking cafes in various locations, ING DIRECT's management decided to open a new call center in Honolulu, Hawaii. Implicitly, a number of applications would need to be tested..

ING DIRECT's challenge lies in successfully assuring that every customer experience is optimal. To meet this goal, ING DIRECT had to test whether or not applications linked to the call center in Hawaii could be deployed. Developers typically write code on a LAN. The code they write, however, typically runs on a WAN. This simple disparity is the cause of countless problems for developers, network managers, and business



**Todd DeCapua, QA & Process Group Leader, ING DIRECT.**

### ING DIRECT's Challenge:

Successfully provide application performance that can guarantee 100% customer satisfaction for the Hawaiian call center expansion.

### Solution:

Shunra's Virtual Enterprise Suite (VE) and VE Network Catcher enabled ING to simulate real-world performance testing and predict best case along with worst case scenarios.

### Benefits:

"Identify end-user performance issues, before the end-users did!"

users alike. ING Direct needed to be able to test application performance as if it was already on the WAN.

ING DIRECT's solution was a performance intelligence tool from Shunra Software – Virtual Enterprise Suite. By emulating their WAN, ING DIRECT developers were able to overcome the disparity. Using Shunra's VE Network Catcher, they were able to record and playback characteristics from the network to simulate real-world, accurate performance testing. They were able to predict best case scenarios and worst case scenarios for how applications would perform on the network, and identify before deployment, what kinds of issues with latency they might experience.

"ING DIRECT has always had a strong focus on providing savers with a good online banking experience, which is demonstrated through Net Promoter Scores and other customer satisfaction metrics. We have built on our quality-focused, performance-driven IT efforts by adding Shunra's WAN emulation technology. This technology increases the customers experience with ING DIRECT and drives costs down as we continue to enhance and test our applications with the network in mind," says Todd DeCapua, QA & Process Group Leader at ING DIRECT, USA.

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**Todd DeCapua,**  
QA & Process Group Leader,  
ING DIRECT.

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