

# ZADARA EDGE CLOUD SERVICES SUPPORT RECORD CUSTOMER GROWTH FOR UNIONBANK

How a leading ASEAN-region digital bank wins customers and awards with Zadara zStorage.

Banks and financial services institutions (FSIs) undertaking digital transformation are facing challenges around growth, regulatory approval, and increased customer expectation of digital services. Union Bank of the Philippines' transformation with Zadara zStorage, delivered by our partner Sandz Solutions, enabled the company to double customer acquisition rates, illustrating the value of agile storage infrastructure.

## THE ZADARA SOLUTION

The Zadara zStorage solution deployed at UnionBank provided on-premises storage with a cloud-like, 100%-OpEx financial model. UnionBank gained on-demand infrastructure to serve new customers and projects without risk or delay. The solution was implemented by Sandz Solutions Philippines Inc., a leading managed services provider partnered with Zadara.

- **Streamlined customer acquisition**

Time to provision new infrastructure was reduced from days to minutes, speeding innovation.

- **100% OpEx financial model**

UnionBank pays for the storage it uses. The customer made significant CapEx savings.

- **Flexible, pay-as-you-use capacity**

Additional capacity is always ready on premises. Time to scale up (or down) was reduced from weeks to moments.

## CHALLENGES IN FINANCIAL SERVICES

### EASE REGULATORY PRESSURES

FSIs want to reduce the risk and cost of compliance. Public cloud use can make issues such as data residency more complex, slowing approval of new infrastructure.

### MEET CUSTOMER EXPECTATIONS

Post pandemic, customers thinking of opening or switching accounts expect robust digital services as a baseline.

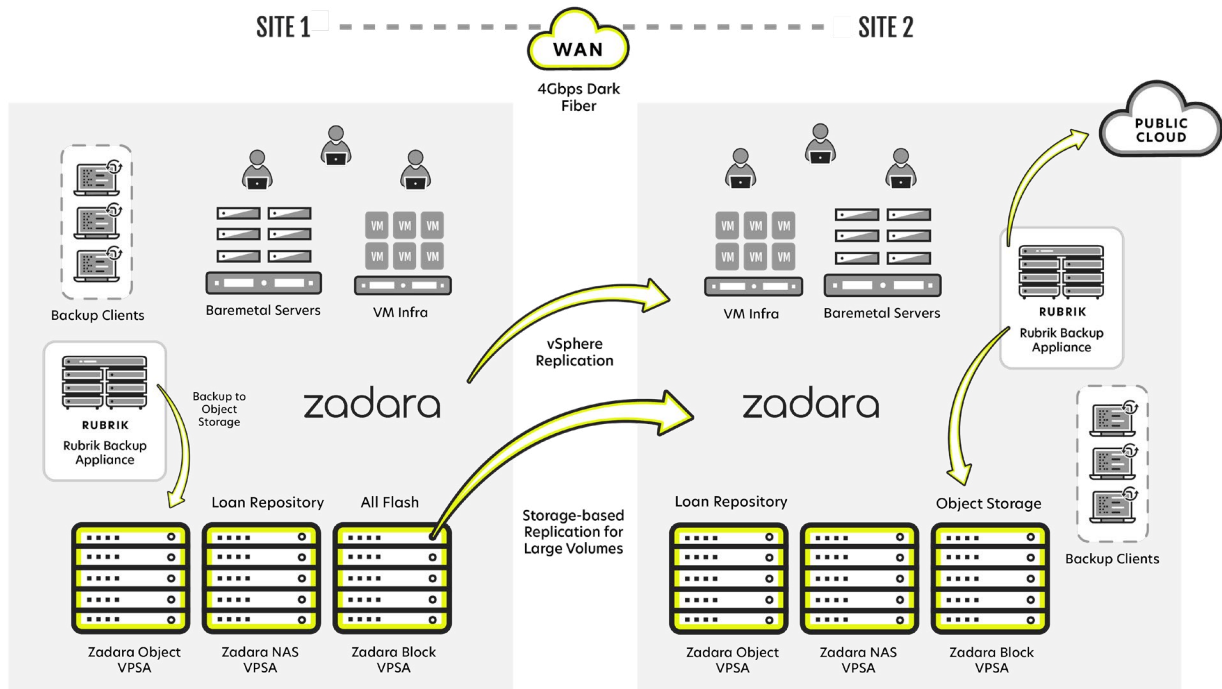
### COMPETE WITH DIGITAL NATIVES

A key driver of transformation is the need to compete with FinTechs and challenger banks, which are built around digital services.

### BECOME MORE AGILE

FSIs need to bring competitive new services to market faster and more efficiently, without being slowed down by IT.

# UnionBank STaaS USECASE



## KEY OUTCOMES

- **Streamlined customer acquisition**

UnionBank expects to double its customer acquisition rates in 2021.

- **Uninterrupted COVID response**

UnionBank's digital services supported customers throughout the Philippines' national lockdown, leading to further growth.

- **Consolidated billing and management**

Regulators approved the hybrid cloud Zadara solution faster than a public cloud alternative.

- **Award-winning digital experience**

UnionBank won a Gartner Eye on Innovation Award in 2020 and many other international awards.

"You can only be as fast as your infrastructure. We now use Zadara for a lot of our storage requirements, because of its flexibility. The storage-on-demand model has saved us a lot on CapEx."

**Henry R. Aguda**

Senior Executive VP,  
CTOO and CTO

[Click here](#) for a 15 min demo of Zadara Cloud Services.

To learn more, visit [www.zadara.com](http://www.zadara.com) or talk to a storage specialist at [contact@zadara.com](mailto:contact@zadara.com).

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