U BASE

U BASE Provides Data-Driven Outsourcing Services on Nutanix Hybrid Cloud

U BASE is the First Outsourcing Services Provider in Korea to Transform Digitally with Hybrid Cloud, Providing Seamless Customer Support Services 24/7

Established in 1999, U BASE is the country's leading Business Process Outsourcing (BPO) company boasting more than 10,000-seat contact center and 19 field service centers. The company mainly provides customer services to clients including credit card companies, telecommunication companies and e-commerce companies. Also, it is the first company in the industry to operate contact center globally with around 500 seats in Malaysia and 150 seats in Japan. By expanding its business abroad, U BASE now strives to provide the most innovative services and values to global customers.

Moving from legacy datacenter to modern private cloud built on Nutanix Cloud Platform, U BASE is now able to provide data-driven outsourcing services that give organizations better insight into customers' preferences that helps improve customer experience and interaction.

> "Nutanix helped us respond to changing customer needs in real-time and ready ourselves as a future oriented business. We are now poised to effectively optimize IT infrastructure operation through the flexibility and efficiency enabled by Nutanix"
>
> – Junwon Chae, Chief Digital Officer of U BASE

INDUSTRY
Professional Services

BENEFITS
- Became the trailblazer in the BPO industry to build private cloud
- Pivoted quickly to cope with unexpected surge in online services during the pandemic
- Server migrations done in hours with zero service interruptions
- Significantly improved IT operational efficiency, expect to cut maintenance time by 65%
- Maintenance costs expected to reduce by 45%
- Provide increasing value to end-customers and enhance brand reputation
- Easily connect on-prem private cloud to public cloud when needed

SOLUTION
- Nutanix Hybrid Cloud Platform

Applications
- AI Chatbot
- Speech to Text (STT) solution
- Amazon Web Services public cloud

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CHALLENGES

As digitization gathers pace in Korea, the BPO industry is facing increasing challenges from customers with more sophisticated and tailored demands. On top of the customer support services, users of BPO services are now demanding data that gives them insight into their customers' preferences. They are asking for the ability to analyze their customer data to establish streamlined omni-channel services that create additional business and marketing values to stay on top of the competition.

However, the aging infrastructure hindered U BASE from meeting this increased pressure and deliver the required integrated service capabilities. The company struggled with complex management due to disparate systems with frequent failures. The existing legacy infrastructure consisting of products from different vendors for network, storage, and application aggravated the burden of its IT team. All these infrastructures were managed by the few IT personnel who faced physical limits to monitor and resolve failures from different management points.

Additionally, data privacy was one of the key issues that U BASE had to further strengthen. As the company stores vast amounts of sensitive customer services data, it aims to adopt the internally hosted IT infrastructure managed by in-house staff to uphold data security.

SOLUTION

To cope with advanced requirements of customers and solidify business leadership, U BASE prepared   to undertake a long-term hybrid cloud journey in order to provide a software-as-a-service offerings via cloud platforms. The initial step was the cloud migration of all infrastructures and systems. U BASE first deployed Amazon Web Services for their system of global offices running chatbot and voicebot applications, securing customized outsourcing capabilities.

In 2019, U BASE built its "Ubase Cloud Infra (UCI)" using Nutanix Cloud Platform, which included building private clouds in two locations, first in Bucheon and then in Songnae Center. U BASE was the first mover in the industry to provide a customized SaaS offerings via cloud platform.

CUSTOMER OUTCOMES

Became the trailblazer in the BPO industry to build private cloud

U BASE became a trailblazer as the first Korean outsourcing service provider to modernize its datacenter, from legacy to private cloud. U BASE is migrating more than 100 legacy servers to the Nutanix Cloud Platform, which comprises around 60% of its server systems. The secure private cloud environment ensures data security in storing personal information, recordings and financial data. Building the on-prem private cloud was the first step in their hybrid cloud journey.

It is now experiencing a genuine benefit of innovation with simplified management, intuitive monitoring and enhanced scalability, flexibility, and stability. In particular, its software-based IT infrastructure has contributed to creating business value by securing service continuity when customer service business requires a real-time response.

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"We are now poised to effectively optimize IT infrastructure operation through the flexibility and efficiency enabled by Nutanix Cloud Platform and provide the best service which ensures maximum business continuity for employees who use our IT infrastructure as well as our customers," said Junwon Chae, Chief Digital Officer of U BASE.

Also, U BASE was able to quickly cope with the unexpected pandemic situation, where demands for online customer services spiked. The highly scalable infrastructure allowed the company to handle increasing workloads and help its employees to stay more productive.

Significantly improved IT operational efficiency and costs

Nutanix has also enabled U BASE to eliminate obsolete IT infrastructure and quickly migrate workloads between its two Ubase Cloud Infra locations. The company successfully migrated its server from Center 1 in Joongdong to Center 2 in Songnae within business hours and with zero service interruptions thanks to Nutanix. System migration from one center to another that normally took two to three days, was done in a matter of hours. This also means that the IT team can act fast in future situations when business continuity planning is needed.

"Considering the characteristics of customer service tasks that should respond to customers real-time, system downtime is very critical to the business. Securing service continuity is a key factor to determine the business competitiveness. We decided to adopt Nutanix Cloud Platform as it was in line with the implementation of our cloud customer service platform, as well as our direction toward providing more digital services. It helped us simplify the management and ensured stability," said Chae.

With the new infrastructure, U BASE expects to reduce server maintenance costs to approximately 45% and to simplify infrastructure complexity by approximately 65%. Also, the company is saving IT expenditure from replacing obsolete infrastructure and using a corporate-only datacenter.

Ensuring service continuity and providing increasing value to end-customers

Innovating with Nutanix has not only increased the operational efficiency of U BASE's infrastructure but is helping them provide seamless customer support services 24 hours a day.

U BASE can now place less effort in managing infrastructure thanks to the simplicity of Nutanix Cloud Platform. Resources are freed up and allocated to providing differentiated services to end-customers. The improved infrastructure can now support additional applications and workloads that analyzes data and draw insights on customer preferences. With these insights from U BASE, companies can use these data to improve their marketing and how they interact with their customers to ultimately enhance brand reputation and create brand loyalty.

NEXT STEPS

With the aim to drive digital transformation in the BPO industry, U BASE plans to further its hybrid cloud strategy using Nutanix Cloud Platform and Amazon Web Services to provide customized software-as-a-service offerings and solidify its business leadership in the industry.

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