

# Skandinaviska Enskilda Banken AB (SEB)

## European Bank Simplifies and Solves Licensing Complexity with Rocket Terminal Emulator

**Skandinaviska Enskilda Banken AB (SEB) is a North European financial banking group focused on commitment to customers, simplicity, and collaboration.** The Bank offers corporate, institutional, and private banking services including savings accounts, investment banking, securities brokerage services, loans, pensions, and insurance products. SEB has branches throughout Sweden, in Germany and the Baltic States, and is represented in many countries worldwide.

SEB worked with Rocket to solve licensing complexity with one vendor relationship for all of their terminal emulation needs.

### Challenge

Operating in over 20 countries, SEB, like many financial institutions, manages a complex IT environment with many disparate back-end systems and toolsets. Facing escalating costs for host access and the complexity of multiple tools and plug-ins, emulation had become both a significant cost driver and barrier to achieving operational excellence. Over more than two decades, the bank's emulation licenses grew increasingly expensive and complex, making responsibility unclear and wholesale replacement challenging. SEB sought to reduce these complexities while embracing a future oriented towards automation and the use of data and analytics. Central to this drive for operational excellence was evaluating their multiple terminal emulator tools, versions, and suppliers.

After centralizing oversight of all terminal tools, SEB discovered it was paying for thousands of licenses across all of its computing platforms. While the team saw a huge opportunity to improve end user experiences and resource management, they were not sure how to get there. With tools deployed on local machines across geographies and

customized scripts driving processes, SEB's outsourced IT provider anticipated a slow and costly project to rebuild the customizations SEB users were accustomed to and deploy them across the organization.

### Solution

Following reviews and trials of market offerings, SEB chose Rocket Terminal Emulator to unify their emulation ecosystem based on its winning combination of security, licensing flexibility, architecture, and ease of implementation. Rocket was able to address the concerns of SEB's outsourcer based on both previous successes and proven methods for conversion.

Licensing and cost savings were particularly important to SEB's choice. Rocket's straightforward model was appealing for SEB, allowing them to replace more than 10,000 seat licenses with 3,000 concurrent licenses, thus reducing expense and improving administration.

Rocket's licensing model was particularly attractive as it paved the way for savings via process automation. Other emulator providers have specific license terms when used for process automation in which a seat/CPU license carries an additional transactional charges. With Rocket, SEB could use each license however they chose at a significant discount to the market.

Wholesale replacement of enterprise toolsets is always a challenge, but Rocket supported SEB through an efficient transition and optimization of their toolset. For instance, it is difficult for a central product owning team to understand how emulators are used across different parts of the organization. Because it is an end-user application, the team was not initially aware of all the different types of users they needed to support with the new solution. They discovered a need for both mainframe and virtual terminal (VT) emulation, 32-bit and 64-bit versions, and two packages for Citrix users, on top of additional customizations.

Rocket supported them in staging the deployment, first focusing on the desktop solution, then delivering web-based solutions that offered flexible deployment options as customized for specific use cases. SEB also learned of unexpected language requirements which threatened to stall the consolidation effort. "We ran into challenges such as character issues, but we have received great support in finding solutions and we have had good communication" states Maria Mulmo, who oversaw the project for SEB. Rocket's credo is to never let a customer fail, and as such quickly delivered product enhancements to support the additional language needs, allowing the project to move forward in every region.

Customization of the solution to SEB's specific environment and the needs of its users simplified deployment and improved access for users. With extensive experience in conversions, Rocket ensured the project implementation was seamless. Collaboration with Rocket experts helped SEB on their journey to understand and support the thousands of users within the bank.

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Daniel Richardson  
Area Service Owner, SEB

## Results

The transition to Rocket Terminal Emulator has not caused any complaints from SEB's thousands of end-users and as IT leaders know, this is the definitive sign of successful implementation. Users now have improved tools and experiences while retaining their specific configurations thanks to Rocket's migration support from the prior solutions. With the intuitive terminal environment, users maximize comfort and efficiency. For instance, developers have access to improved graphics and resolution with the ability to resize applications to their preferences.

SEB has also found that the web-based Rocket Terminal Emulator is better for infrequent users, and as such has seen reductions in training time and expense. Administrative overhead is greatly reduced with the single tool's multiple deployment methods and ability to use the same seats for robotic process automation applications. SEB has achieved its goal of moving from a complicated environment with multiple emulators to a single streamlined solution. They are now able to address the varied needs of all users with improved security and efficiency and enhance functionalities into the future. Thanks to the combination of a superior product, robust testing teams and the right partner, SEB gained the capabilities they needed at a lower cost without business disruption.

With Rocket Terminal Emulator, SEB has discovered more use cases and applications for the new solution beyond its initial objectives. This step in the modernization journey has enabled enhanced value delivery to customers by setting the foundation to advocate for further transformation. There are still product features the team has not implemented, such as full migration of VT end-users. With more to explore within Rocket Terminal Emulator's capabilities, this project has launched a dialogue around additional resources to modernize tools and processes at the bank.

As Daniel Richardson, SEB's Area Service Owner for Mainframe & IBM i Technology states: "In Rocket, we found a partner we could trust, which is hard when it comes to Terminal Emulation. That relationship mitigated risk of unknowns and

helped us feel like we were in good hands throughout this transition. Their flexible licensing model meant we could include additional scope in our project, without worrying about additional costs."

SEB is looking to the future and collaborating with Rocket to take the next step in their modernization journey, including API capabilities and replacing old forms of scraping that are still being used in business processes. Rocket sees modernization as an ongoing process and is here to support customers at each stage so that when demands inevitably evolve and increase, your team is ready.

## Impact

- 1 Administration and security greatly improved via a single, modern web-based interface
- 2 Licensing flexibility sets the stage for process automation without additional investment
- 3 Single vendor sourcing improves collaboration
- 4 Rocket's commitment to the terminal emulation market assures the bank that tools will continuously evolve to support them



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