



PT BFI Finance Accelerates 24/7/365 Data Management with Ironclad Security from Rubrik



INDUSTRY

Multi-finance (leasing)

RESULTS

- Improved efficiency by 60% in time utilization (from days down to hours)
- Reduced costs due to staff expenses by 40%
- Seamless automation with convenient management (from legacy tape)

CHALLENGE

- High operating costs with previous legacy implementation
- Lengthy backup, restore and DR times from legacy and tape systems
- Frequently erroneous transfer and recovery processes

BUSINESS TRANSFORMATION

- Data management backup process speed
- Convenient and instant restore of VMs and SQL databases
- Easy implementation and operation

PT BFI Finance Indonesia Tbk. (BFI) is one of the oldest financing companies in Indonesia. The BFI Finance history began in 1982, and evolved to become a multi-finance business in 1990. As a multi-finance company, one of its key drivers are four-wheeled vehicles and motorcycles financing, serving people from medium to low income groups. BFI has about 346 branch offices and kiosks, with more than 8,000 employees serving in 33 provinces throughout Indonesia.

With the pressing need to continue to lead in the market in a rapidly technologically-charged world, BFI is always looking ahead and renewing its technology implementation to stay current and to best optimize its human resources and operational systems.

With over 8,000 employees spread across Indonesia in hundreds of branch offices and outlets, the underlying technology must be able to address real-time data needs securely.

“To strengthen our position as a leading multi-finance company powered by leading-edge technologies to empower our employees to serve customers efficiently, one of our visions was to use reliable and future-proof tools such as Rubrik,” said Mr. Alexander Ekanayake, CTO, BFI.

OPTIMIZING DATA UTILIZATION AND PRODUCTIVITY WITH RUBRIK

With more than 90% virtualized workloads, and fast changes due to regulatory requirements and customers exacting demands, the IT team needs a holistic and future-proof data architecture and systems. Prior to using Rubrik, BFI used legacy tape systems, and a legacy data management system that were not adequate to address cost, staffing and performance challenges.

“One of our team’s responsibilities is to backup data from all branch offices country-wide, and this can only be done upon locking down data input after 1800 hours. Our team performs a backup process lasting 6 to 8 hours per day if everything functions well, or even days if the backup fails at some stage. Because of such challenges, such daily tasks were previously assigned to more experienced and therefore more costly IT staff,” said Alex. “To make matters worse, the virtual machine (VM) snapshot process took its toll on our legacy data management systems and frequent restarts happened, slowing backups and frustrated our staff.”

Having studied the landscape for data backup and recovery tools, BFI decided on Rubrik as the best foot forward, and put the implementation to trial.

“From a daily struggle with lengthy and crash-prone backups with our legacy tape systems and tools, to a smooth, fast and dependable process with Rubrik, we are gratified at this leap in business and operational performance across our data centers,” said Alex.

SECURITY FROM RANSOMWARE AND SPEED WITH RUBRIK

“Our implementation was previously legacy tape based, with MS SQL databases and servers running virtual machines (VMs) in our data centers to take care of all branch office and outlet data consolidation. Before Rubrik, we had to allocate 2 to 3 senior IT staff to manage these crash-prone data backup tasks. With the simplicity and dependability of Rubrik now managing our own backups, we have reduced our costs and human resource utilization by up to 40%. Now we can dedicate just 1 or 2 IT staff to the daily data backup process, and use only between 2 to 4 hours a day. Recovery times have also improved tremendously, from hours in the past down to just minutes,” continued Alex.

While cybersecurity was not an initial concern, the issues of phishing, malware and ransomware became a concern in more recent years. Although the key consideration for adopting Rubrik was data backup and recovery, the inherent cybersecurity and encryption features of Rubrik soon became bonus features appreciated by BFI.

“Cyber-threats are real and escalating, especially in the pandemic where threat actors have heightened monetary needs exploiting the reduced resources of many organizations around the world. We immediately saw the inherent benefits of Rubrik having an immune file system where every file looks like ‘read-only’ so hackers cannot encrypt them in ransomware

attacks, and that every transaction is encrypted with military-grade encryption. With recent attempts at some of our nodes, we turned on Rubrik’s cybersecurity features,” said Alex.

BFI chose Rubrik to alleviate its daily and necessary routines of data backup from disparate and hundreds of branch and outlet locations across a vast country, with these benefits:

- **Savings in Human Resources (Person Hours) in management:** “Previously we had to spend significant time and human resources doing routine backups. With the current Rubrik implementation it has become much faster and easier.”
- **Cost effective:** “We were previously burdened with high team operational costs due to the complexity and difficulty of backing up data from our legacy tape and virtual machine (VM) implementations. Now we save significant operational costs due to cost-effective Rubrik tools, and better staff and work hour allocation.”
- **Easy, plug and play:** “Rubrik is an incredibly helpful management tool for us. It is easy to learn, easy to adopt, easy to use with its great UI, and easy to automate through scripts.”
- **Complete and Integrated:** “Rubrik solutions fit neatly with the exacting needs of our IT support team, integrating seamlessly with our data centers, nodes and apps, and extending to our workload processes and security systems.”
- **Reliable Support Team:** “Rubrik’s support team is always ready to jump in when we need them. Whether it is a technical problem, product innovation, or learning about any challenge we may face, the Rubrik team is always accommodating, friendly and professional.”



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