

Bualuang Securities drives business growth with upgraded mobile app



Client profile

Bualuang Securities Public Company Limited, established in 2001, is a leading securities firm and a prominent member of the Stock Exchange of Thailand. As a subsidiary of Bangkok Bank Public Company Limited, Bualuang Securities specializes in a comprehensive range of capital market services. Headquartered in Bangkok, Bualuang Securities operates 30 offices nationwide and offers fund management services through its wholly-owned subsidiary, Bangkok Capital Asset Management Company Limited.

Bualuang Securities partnered with NTT DATA to modernize its mobile application platform, improving efficiency, scalability and security. The team delivered a tailored solution integrating MongoDB Atlas with Red Hat OpenShift Service on AWS. We followed a rapid-deployment approach to implement the new platform in just two months, helping strengthen performance, resilience and long-term competitiveness in a fast-moving market.

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NTT DATA's collaborative approach has streamlined our operations, enabling us to focus on strategic planning. They've helped us boost efficiency and empowered our team to drive innovation.”

Saksith Chusong

Deputy Vice President – System Engineer, Bualuang Securities

Business need

Accelerating mobile transformation

To maintain their competitive edge and position as a market leader, Bualuang Securities needed to accelerate their digital transformation to better serve their customers and streamline operations. Recognizing the importance of mobile applications in delivering seamless user experiences, they required a solution that would enhance the efficiency of building, deploying and managing mobile applications – and a platform that would leverage the scalability, reliability and agility of the cloud while ensuring high performance and security. Ensuring compliance was essential for legal and ethical reasons as well as to also protect the company's reputation, and maintain the trust of customers and stakeholders.

Solution

Empowering growth with secure mobile application upgrades

Following a thorough analysis of their business challenges, Bualuang Securities partnered with NTT DATA to overhaul their mobile application platform. The focus was on enhancing efficiency, scalability and security.

A comprehensive workshop was conducted to define their exact requirements and develop a customized solution.

Leveraging insights gained from the workshop, NTT DATA's specialists engineered a bespoke solution that secured data through robust connections between MongoDB Atlas and Red Hat OpenShift Service on AWS (ROSA). We integrated their on-premises and cloud technologies so that both systems work together seamlessly and can scale when needed.

With a high-performing system in place, Bualuang Securities can improve service management by consolidating services and billing on one platform. The strategic upgrade also optimized application deployment, reinforced security and enabled them to reallocate resources to critical initiatives, driving growth and elevating service delivery.

The entire deployment was completed in just two months, underscoring NTT DATA's capability for rapid and efficient execution.

“NTT DATA's proven expertise and seamless integration capabilities made them the ideal partner for our mobile application transformation. Their ability to deliver a secure, scalable solution in a short period of time was crucial to our success.”

Saksith Chusong

Deputy Vice President – System Engineer, Bualuang Securities

Outcomes

Faster development and rollout of mobile applications

The new platform was operational within two months, a significant improvement from the typical one-year timeline. This rapid deployment enabled Bualuang Securities to quickly adapt to market changes and better serve their customers.

Enhanced developer experience

The seamless integration and automation provided by the solution allowed developers to build and deploy new applications more efficiently. This led to the faster rollout of new features and updates, improving the overall user experience.

Operational efficiency

NTT DATA handled network and operational tasks, freeing Bualuang Securities to focus on strategic initiatives. This shift allowed the internal team to dedicate more time to value-added activities, boosting productivity and innovation.

Talent retention

The modernized platform makes it easier to retain top talent, as it is an advanced environment that developers find engaging and rewarding. This has helped Bualuang Securities maintain a skilled and motivated workforce.

Strong partnership

By partnering with NTT DATA, Bualuang Securities was able to implement a high-performing system for their mobile applications within two months.

Business leadership

Bualuang Securities has not only improved their internal operations but also strengthened their market position, demonstrating their commitment to leveraging technology for business growth and customer satisfaction.

The advanced platform enhances efficiency, security and regulatory compliance, setting the stage for future innovation and growth.

Visit nttdata.com to learn more.

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