

**Objective**

Needed a flexible, scalable storage platform to support rapid business growth

Approach

Wanted to reduce management complexity and improve performance for clients

IT Matters

- Scalable storage platform that will support planned doubling of business size

Business Matters

- Performance boost for growing client base

Phillip Capital reduces storage footprint to realize a leaner operation to service customers

Leading financial services firm sees cost savings of 50% with Nimble Storage



Celebrating its 40th year in operations this year, Phillip Capital's award winning POEMs self-service trading platform pioneered and re-defined the consumer trading experience in the region in the early 1990s. Today the company employs more than 3,500 people in over 15 countries globally.

Challenge**Secure, highly available, always on access to data**

As one of the world's leading financial services organizations, Phillip Capital has to provide secure, highly available, always on access to the trading platform and data whenever, wherever the customers want it.

Operating from key centers in Singapore, Sydney, Hong Kong, Shanghai, Mumbai, London, and Chicago, Phillip Capital needs to update data on a daily basis including client related data, updating information on products, market trends as well as up to the minute news from global markets.

“With the move to consolidate operations and create cost efficiencies, we at Phillips Capital had to reduce our storage footprint by half without compromising any of the dynamic functions in support of our global customers. We found that Nimble Storage, through its flexible Adaptive Flash platform, provided this as well as the visibility of our storage resources through Nimble InfoSight. This was a critical aspect of managing data storage resources for us. Nimble Storage proved to be ‘nimble’ in their technology and approach.”

– Sam Wei Hoong, IT director, Phillip Capital

To support these core services and its operations, the IT organization and infrastructure at Phillip Capital is sophisticated and supported by over 200 employees. In addition to supporting core services, the Phillip Capital’s IT organization has also developed proprietary applications for customers including the POEMs and Financial Access Easy (FAME) for partners.

In support of these activities and its core financial services business, Phillip Capital manages a number of data centers around the region that must provide high availability, always on service to the organisation. In Singapore, the data center and management facility is spread across a number of main and redundant sites. Given the scope of operations and operational requirements, the IT organization’s infrastructure cost and operational footprint was significant – almost 20% of overall operating costs. In its annual management review, the Phillip Capital senior executive team challenged the IT organization to reduce its existing overall costs and seek efficiencies in operations.

Faced with this challenge, Wei Hoong Sam, IT director at Phillip Capital, identified virtualization as the game changer for the organization, noting that it offered a highly efficient approach to consolidating IT costs and reducing its data storage footprint.

According to Sam, “we faced the challenge of managing the increase in our data storage infrastructure and yet reducing the overall costs of IT operations by about 50%. We had some very hard decisions to make at the end of 2014.”

In addition, data storage management and capacity planning were also becoming increasingly cumbersome and difficult to predict. Relocating the data center to a smaller and more efficient environment, reducing the number of storage server racks by more than 80 percent was a daunting challenge for the IT organization at Phillip Capital.



Solution

An agile solution

The legacy storage infrastructure could not cope with the changing business demands and hence Phillip Capital was required to search for newer and innovative approaches. They were also not scalable in supporting future growth. Investments in new systems not only increased the total cost of ownership but also extended the return on investments by an additional three years.

“We needed a solution that was agile, that created a data management repository which did not operate in silos and yet was highly secure to meet the enterprise grade standards demanded of any financial services organization,” explains Sam.

“We had to reduce the number of racks from 120 to 20. We realised that virtualization was the key to doing this. We were actively looking for a partner whose solutions enabled a significantly smaller cost and operating footprint without compromising performance.”

The IT team also wanted visibility across its data storage infrastructure and to manipulate and manage the resources. The ability to view and monitor storage resources was historically non-existent, which made forward capacity planning particularly difficult.

Nimble in approach and service

Upon reviewing a range of options, Sam noted that the Nimble Storage solution delivered the ideal performance based on Phillip Capital's requirements. “We were very impressed with Nimble Storage's consultative and inclusive approach to addressing our business issue. The technology was not only robust and dynamic but was user friendly which was a hit with the data center and storage managers,” explains Sam.

Benefit

Rapid realization of benefits

The benefits of the new implementation were realized rapidly by Phillip Capital much to the surprise of the IT team, according to Sam.

“We reduced our infrastructure footprint significantly, utilising only 40% of our existing storage capacity. We have also noted performance improvement of over three times,” he says. “We are on our way to achieving key milestones in our bid to reduce overall costs.”

At the same time, improved compression capabilities have meant the IT team has been able to reduce overall storage requirements by a factor of two times. This adequately supports the organisation's requirements now and well into the future. The storage footprint was reduced from 42 units to 6 units and the power required was reduced from 8,000 watts to 2,000 watts, providing significant TCO benefits.

Customer at a glance

HPE Solution:

- Nimble Storage Adaptive Flash Arrays
- Nimble Storage InfoSight

Sam says Nimble Storage InfoSight provides VM level analytics with superior capabilities and the ability to predict and automate support mechanisms.

“InfoSight is in the cloud, which means you don’t need any administration servers or even administrators. I do not need to tie up unnecessary professional manpower resources to view utilization and management reports any longer. I can extract these reports myself and make strategic decisions swiftly and efficiently. Capacity trends, performance and historical data are all available via an intuitive web interface.

“In migrating to Nimble Storage, we have reduced costs by about 50% in the last six months.”

Growing with Nimble

The implementation has been an overwhelming success; enabling Phillip Capital to manage storage infrastructure expansion projections well into the future. Sam, however, reaffirms Nimble Storage is the obvious choice for the company’s long term storage needs.

“Nimble’s unique technological capabilities make it a very compelling proposition for enterprises needing a cost effective, agile and enterprise grade solution for their storage needs. Nimble Storage delivers a solution that takes advantage of the inherent benefits of virtualisation, making it affordable with the power that IT managers need,” concludes Sam.

Learn more at
www.hpe.com/storage/nimble



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