



# Fund administrator invests in a converged infrastructure, delivering improved network performance at reduced cost

A flexible managed services solution from BT enables Daiwa Securities Global Asset Services to improve network flexibility, scalability, resilience, and security as well as building a platform for business growth

Solution Benefit Highlights
<ul style="list-style-type: none"> <li>Simplified and rationalised vendor relationships, reducing administration costs and complexity</li> </ul>
<ul style="list-style-type: none"> <li>Reduced technology risk</li> </ul>
<ul style="list-style-type: none"> <li>Higher bandwidth and increased network reach</li> </ul>
<ul style="list-style-type: none"> <li>Improved network security, reliability and resilience</li> </ul>
<ul style="list-style-type: none"> <li>Flexible solution with simplified execution of moves and changes</li> </ul>
<ul style="list-style-type: none"> <li>Costs contained with potential for incremental call cost savings</li> </ul>
<ul style="list-style-type: none"> <li>Scalable platform to support future business growth</li> </ul>

The new BT managed converged infrastructure has delivered significant financial and operational benefits

## Executive Summary

Daiwa Securities Global Asset Services (Daiwa) wanted to rationalise its vendor relationships and converge its voice and data networks, to improve performance, simplify administration and create a platform to support future business needs. It selected BT to provide a range of networked IT services under a single BT Master Services Agreement.

Daiwa started to transition services to BT in July 2005. Wide area leased line services and PSTN lines were first and then BT took over the maintenance and administration of Daiwa's LAN and PBX infrastructure. Following this BT assumed the responsibility for the management and enhancement of firewalls, security and VPN services. BT then led a transformation programme, with migration of the WAN to BT's global multi-protocol label switching (MPLS) network, the upgrade of Daiwa's LAN infrastructure and the implementation of IP Telephony.

The BT managed service solution has greatly simplified Daiwa's infrastructure and created a fully converged network serving all five of its locations in Ireland and London. Costs are set to reduce with lower call charges enabled by IP Telephony over the WAN and utilisation of least cost routing for calls from Ireland and the UK. Other benefits include improved flexibility and security through to enhanced scalability and robustness. The partnership that has developed with BT is set to continue with the potential to extend the scope of BT provided services over the next three years.

“We are very pleased with our partnership with BT. It has given us enormous benefits both financially and architecturally. We have seen gains in a host of aspects – from improved flexibility and security through to enhanced scalability and robustness. We have a platform that supports our business needs both now and in the future.”

Kevin Magee  
Chief Technology Officer  
Daiwa Securities Global Asset Services

## Case study

# Daiwa Securities Global Asset Services

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**“BT has been very responsive to our demands and has stepped up to meet our needs on every occasion. The MPLS project is a good example of this. We had no down time and the migration was completed on schedule with no impact on our business.”**

Derek Hardiman  
Assistant CTO  
Daiwa Securities Global Asset Services

### Marketplace

Daiwa Securities Global Asset Services (Daiwa) has operations in the Republic of Ireland and the UK and is a subsidiary of Daiwa Securities Group Inc, Tokyo, specialising in the provision of fund administration services to the Alternative Investment Industry. Daiwa offers its clients a full range of services including fund administration, fund accounting, trustee services, and compliance monitoring services. It has established a strong reputation in the sector, built on the expertise of its staff and on the use of specialist fund administration systems and leading edge technology. The company has three sites in Ireland and a further two in London.

### Business opportunity

Historically, Daiwa had purchased communications and IT products and services from a wide variety of vendors often on an individual, standalone basis. The legacy was that the company had high administration overheads and carried much of the technology risk associated with the integration of disparate networks and equipment.

In 2004 Daiwa appointed Kevin Magee as its Chief Technology Officer (CTO) with a brief to lead a review of the existing technology infrastructure to determine its suitability to support the company's future business plans. He recalls: “At that time we had relationships with most of the mainstream communication players, but had different vendors dependent on location. This took a lot of management and it also meant that the communications infrastructure wasn't growing in a structured fashion. It was a policy that was not sustainable in the long run.”

The output from this early work was the formation of a technology and supplier blueprint. Kevin Magee continues: “We didn't want a huge technology organisation. We are in funds administration, not the IT business. We wanted to keep our in-house IT department very small and leverage the expertise of external organisations. We needed a partner that we could work with.”

At that time BT was one of many suppliers of networked IT services to Daiwa, providing LAN Extension Services to link the company's Dublin headquarters with its disaster recovery site. Derek Hardiman, Assistant Chief Technology Officer at Daiwa Securities Global Asset Services, adds: “A lot of our business is connected with the Far East, North America and Western Europe and we needed a company that could not only meet our immediate needs in Ireland and in London but also had global reach. We researched the market and BT emerged as a strong contender.”

### BT solution

Recognising the challenge and the company's ambition, BT tabled an innovative proposal to help Daiwa deliver its objective. It created a comprehensive framework of networked IT services, defined by service schedules that could be called-off under a BT Master Services Agreement and administered through a single point of contact. The only commitment would be for a minimum spend of €1.2 million over the five-year term of the contract.

Kevin Magee says: “We liked the concept of the BT Master Services Agreement. It allowed us full flexibility to access the products and services we needed, whenever and wherever we needed them. The commercial terms were favourable and having the backing of a company with the technical resources and credentials of BT was very attractive to us.” Daiwa signed the contract with BT in July 2005.

Daiwa started to transition services to BT straightaway. Wide area leased line services and PSTN were first and then BT took over the maintenance and administration of the Daiwa LAN and PBX infrastructure in both Ireland and London. Following this BT assumed the responsibility for the management and enhancement of firewalls, security and VPN services.

Derek Hardiman comments: “But it wasn't about leaving things as they were. We needed to transform our separate voice and data networks into a converged infrastructure that could support IP Telephony and ultimately videoconferencing. BT provided invaluable advice and consultancy to help us plan and execute.”

## Case study

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The transformation began with the WAN and the transition of leased lines to BT's IP-based multi protocol label switching (MPLS) network. As well as providing additional bandwidth this was the key enabler for the convergence of voice and data over the wide area network, delivering the capability to prioritise different traffic types, which is essential to enable the implementation of IP Telephony.

BT then focused on the upgrade of Daiwa's Cisco-based LAN in its Dublin office to support power over Ethernet and quality of service, followed by the provision, installation and commissioning of a Cisco Unified Communications Manager IP-based platform to replace the legacy PBX. This also provided telephony services to a new office that the company opened in Dundalk, Ireland during 2006.

Following the success of the initial IP Telephony deployment in Ireland, BT extended IP Telephony service over the MPLS network to enable the decommissioning of the legacy PBX systems in Daiwa's London offices. The LAN in those buildings was similarly upgraded and Cisco Unified Survivable Remote Site Telephony technology deployed to complete the converged network and provide local resilience.

## Results

The BT managed service solution has greatly simplified Daiwa's networked IT services infrastructure and created a fully converged network serving all five of its locations in Ireland and London. With the implementation of MPLS the limitations of the legacy point-to-point network have been removed, with any Daiwa office now able to reach any other, removing the risk associated with single points of failure and thereby improving network resilience and disaster recovery options.

Derek Hardiman says: "BT has been very responsive to our demands and has stepped up to meet our needs on every occasion. The MPLS project is a good example of this. We had no down time and the migration was completed on schedule with no impact on our business. BT delivered a solution that eliminated so many problems for us and has moved us to a new level."

Support has been greatly simplified with a single BT point of contact in place for all voice and data communications issues. Daiwa employees now only have to make a single phone call to the dedicated service centre and BT takes ownership of the issue and manages the resolution. System management costs have been significantly reduced because with CallManager users are able to log-on to any telephone, removing the need for the administration of moves and changes.

Kevin Magee says: "Our costs have been contained, despite having more than doubled the available inter-office bandwidth and adding connectivity to a new site. And with IP Telephony we can now route our internal calls over the MPLS network for free and we are about to implement least cost routing with local break out. We anticipate that this will reduce our call charges by at least 20 per cent each year."

The relationship with BT also allows Daiwa to leverage a huge pool of expertise and knowledge, allowing it to keep abreast of new technology developments without the need to employ and retain in-house specialists. Discussions are now ongoing to explore the potential to extend the scope of BT provided services in several areas to support Daiwa's rapidly growing business.

Kevin Magee concludes: "We are very pleased with our partnership with BT. It has given us enormous benefits both financially and architecturally. We have seen gains in a host of aspects – from improved flexibility, reliability and security, through to enhanced scalability and robustness. We now have a platform that supports our business needs both now and in the future."

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## Why BT?

- BT 's technical capability resources and partnership approach
- Flexible commercial terms covered by a single BT Master Services Agreement
- BT's broad product and services portfolio with global reach.
- BT's managed support capability administered through a single point of contact

## Case study

# Daiwa Securities Global Asset Services

### Technology blueprint

BT MPLS is an IP virtual private network (VPN) solution providing any-to-any connectivity with bandwidth options ranging from 64kbps to Gigabit speeds. MPLS differentiates between time critical, high priority traffic and delay tolerant, low priority traffic so minimising competition for bandwidth and speeding critical applications traffic through the network. The new class of service (CoS) model uses DiffServ Code Point and provides six quality of service (QoS) options – from Class 1 for voice and public switched telephone network (PSTN) breakout, through to Class 6 for delay tolerant email, intranet and FTP applications.

Cisco Unified Communications Manager extends enterprise telephony features and capabilities to packet telephony network devices such as IP Phones, media processing devices, Voice over IP (VoIP) gateways, and multimedia applications. Call admission control ensures that voice quality of service is maintained across constricted WAN links and automatically diverts calls to alternative PSTN routes if WAN bandwidth is not available. A web browser interface to the configuration database enables remote device and system configuration.

Daiwa has deployed Cisco Unified Communications Manager in a multisite WAN model whereby a centralised publisher and subscriber, located in Dublin, provide call-processing resources for the entire network, utilising the IP-based MPLS WAN. If either the centralised site or IP WAN is down, the remote sites can continue to enjoy service through local PSTN access with a feature called Survivable Remote Site Telephony (SRST). This feature is embedded within Cisco IOS Software running on the Cisco routers and requires no additional hardware at the remote location.

The solution serves 230 extensions at Daiwa's Dublin locations, 35 in the London office and 25 at this time in Dundalk, but with scalability to support 300. The solution also includes the Cisco Unity unified messaging application, currently configured to provide voicemail services.

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### Main BT products and services

- BT Master Services Agreement covering a range of voice, data and managed services including BT's managed global MPLS network
- BT provided Cisco LAN infrastructure and Cisco Unified Communications Manager IP-based platform with Cisco Unity and Cisco Unified Survivable Remote Site Telephony
- BT single point of contact service management and support including network, firewalls, security and VPN services

### Offices worldwide

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