



# Financial services technology transformation

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Company spokesperson  
Global Financial Institution

## BT helps global financial services firm achieve greater flexibility at much lower cost

### Client

The BT client is one of the world's leading wealth management, capital markets, and advisory companies. It has offices in 40 countries and territories, and total client assets of almost \$2 trillion. The company offers a broad range of services to private clients and small businesses, as well as institutions and corporations.

Historically, the company's IT team had always been reactive in serving its internal customers. The team needed to deal with up to 26 different types of requests, to purchase hardware or deliver service, often on a bespoke basis. A significant challenge that needed to be overcome was the typical eight-week lead time from internal customer request to delivery of service. This meant that there was often a significant lag in the company's ability to meet business needs – especially so when a request demanded complex configuration changes.

### Challenge

The bank has a global technology infrastructure team, through which it invests considerable resources to provide a leading edge technology platform supporting the provision of services to its clients. Existing services, although robust and reliable, had become unwieldy and inefficient to manage, leading to the need for a more flexible and on demand-based approach.

Recognising the challenge the company set out its requirements for change. According to a company briefing paper: “The aim was to achieve an environment where IT can be dynamically reconfigured to adapt to changing business demands.”

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## The BT Differentiators

The key business drivers for the bank's selection of the BT solution were:

- To enable it to offer a simple, flexible and reliable choice of services to its internal clients
- To achieve significant cost savings
- To exploit the latest virtualisation technology, which offered faster response times and higher availability
- To increase business agility whilst reducing power consumption and CO<sub>2</sub> emissions

# Case study

## Global Financial Institution

“The aim was to achieve an environment where IT can be dynamically reconfigured to adapt to changing business demands.”

Company briefing paper  
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### Solution

To address the challenges faced by the bank, BT offered a range of consultancy services alongside its expertise in project management. BT engaged a team of IT specialists that commenced with a far reaching audit of the bank's existing IT infrastructure and a review of the services offered to internal clients across its lines of business.

This included cost model analysis and equipment age profiling, to seek to identify opportunities for process improvement and cost saving. The outcome of this work included the recommendation to target specific servers that were coming to the end of their useful lives. This enabled the adoption of a server virtualisation strategy, creating a virtual environment that would radically enhance productivity and slash the administrative burden.

The IT delivery and support model was redefined and as a consequence the bank now runs and maintains the infrastructure for its internal clients against a services model. This includes project “vService” – a tariff-based approach to core service provision. The bank now has a focused offering of five core services with the flexibility and reliability required to meet the demand with much reduced provisioning times, minimising the potential for any adverse impact to the company's lines of business.

### Offices worldwide

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The service has the ability to support the processing of service requests up to a guaranteed peak and offers a simple transition between different services. The agile server infrastructure is continually tuned to business needs and intelligently allocates available resources among the virtual machines against pre-defined business rules that reflect business needs and changing priorities.

When virtual machine resources are constrained, additional capacity can be made available by migrating live virtual environments to a different physical server, using VMWare Vmotion, thereby sustaining both virtual and physical worlds.

The service transformation project is core to the bank's IT strategy and has been enhanced through a partnership with BT that enables:

- The transfer of the latest knowledge about the capabilities of virtualisation technology, especially VMWare V13
- The augmentation of experience to identify and avoid potential pitfalls and overcome obstacles to success.

A spokesperson for the global financial institution observes: “As a direct result of this transformational project a catalogue of core services has been established in order to enhance and simplify the provision of Windows hosting platforms to both new and existing customers.”

### Value

Working with BT the bank's global technology infrastructure team has created a class leading infrastructure platform and service delivery model for the provision of Windows hosting services to its internal clients. The key business benefits of the new approach include:

- Increased ability to respond to business demands and changes in a more flexible and agile manner
- Higher availability of business critical systems
- Reduction in time to provide service

- Better control of and a reduction in costs of the server and storage estate
- Improved business resilience with a reduction in the risks associated with IT infrastructure service failure
- Greater flexibility to meet the demands of regulatory compliance
- Simplification of the former complex and inefficient infrastructure
- Improved sustainability through a reduction in the environmental impact.

Looking to the future, the bank has 752 Windows servers that will require replacement in the next three years. Just considering server replacement alone, the bank is making considerable savings that justify the virtualisation project. As a result the bank expects costs to reduce by up to 50 per cent for its medium, large, and very large services when compared to the old physical equivalent.

In terms of operational expenditure, the virtualisation strategy offers additional huge savings – for example, in lower power consumption, cooling, and physical data centre capacity. And less energy consumption means a lower carbon footprint, improving sustainability and enhancing the institution's green credentials.

Based on capital alone, payback period on the bank's investment will be within the first year. The Windows environment represents 28.3 per cent of its total baseline cost. The project was very large – total spend had to be sufficient to establish, virtualise and migrate to their new data centre – and required a genuine commitment at the outset from the client. The bank gave this and now stands to save significant capital/operational costs over the next three years in its Windows environment.

### Core BT Services

- Professional services including consultancy to exploit the latest virtualisation techniques, and project management