

Banking on the HP BladeSystem using HP Management Tools The Dividends Are Availability, Performance and Security



“It's very important for us to have a provider like HP as a partner. We know the people, we know they are there for us, and we're very happy with the support HP gives us. That partnership helps us feel secure that we're using the right technology in the right way for our business.”

- Tarek Kallali, IT Operations Manager, B-Source

Objective:

B-Source, the market leader in the outsourcing of IT and bank back-office services in private banking and wealth management firms, needed a scalable solution that was both flexible yet highly available to support its Citrix data farms that deliver these IT solutions directly to customers.

Approach:

Working hand-in-hand with HP, B-Source defined the business case for the implementation of HP ProLiant servers, along with the newly released HP BladeSystem c-Class for their Citrix farms. The ProLiant c-Class server blades inside the BladeSystem share the same enterprise-class features and design standards of traditional servers, in a more consolidated and cost-effective solution. This implementation of 40 HP ProLiant servers with 128 server blades was a deal valued at 700,000 Swiss francs. The B-Source infrastructure was in place by mid-September of 2006.

IT Improvements:

- With HP's support, B-Source now has a partner to deliver the best strategic technology and services to their customers.
- The BladeSystem c-Class provides intelligent infrastructure with Insight Control management for easier deployment, faster server migrations, and a single console to manage virtual and physical servers, and storage.
- B-Source can now offer the best possible stability and availability to customers who have Service Level Agreements in place.
- HP management tools allow B-Source to be fast, flexible and proactive in keeping Citrix data centers up and running.

Business Benefits:

- As a flexible, customer-oriented company, B-Source now has the tools, including VMware, to adapt its data centers to customer needs.
- By offering customers more server power and capacity, at a price that's less than purchasing standalone servers, B-Source gains a competitive price advantage.
- Well-priced outsourced solutions allow customers to focus on their core banking and insurance competencies, ensuring their success.

Customer Solution at a glance

Primary Applications

- IT and Business Process Outsourcing
- Financial Transactions

Primary Hardware

- HP ProLiant DL585 Servers
- HP BladeSystem with ProLiant BL460c and BL480c DualCore and QuadCore server blades

Primary Software

- Citrix Access Platform
- HP Systems Insight Manager
- HP Insight Control Solutions
- HP ProLiant Essentials

HP Services

- Ongoing service and support

In the Banking and Insurance Industry, There's No Time For Downtime

Headquartered in Lugano, Switzerland, B-Source offers a comprehensive suite of ITO (IT Outsourcing) and BPO (Business Process Outsourcing) offerings that address the challenges faced by the banking and insurance industries, across the value chain and around the world. With outsourced solutions, even small businesses gain access to the most secure and up-to-date services that they can use to serve their own customers.

Through its two data centers, in Lugano and Zurich, B-Source hosts applications that are consistently available, with performance that doesn't waver. "One of the most important services we offer are the Citrix applications," says Tarek Kallali, B-Source's IT Operations Manager in Zurich. "It's a strategic product for our customers." The Citrix Access Platform provides corporate workers, branch offices, independent agents, business partners, mobile workers and customers with reliable, secure, on-demand access to applications and information.

"We are using Citrix with one of our largest clients who uses thin-client technology; 90 percent of their users have their desktop hosted on the servers," he explains. "They are also using it for access to some applications that are not used by the whole company in order to save some money on seat licenses. We're setting up a huge set of Citrix farms to help our customers profit from the power of this equipment."

Taking Command Of the Enterprise, One Server Blade at a Time

B-Source began a migration to server blade technology four years ago. At that particular time, B-Source felt that the solutions and services offered by HP did not meet their immediate requirements, and therefore decided to go with a competitor. The relationship ultimately didn't work out. "They didn't support us the way we needed to be. So we went back to talk to HP last year when they introduced the new BladeSystem c-Class," says Kallali.

What Kallali and his management team found on the new BladeSystem was an entire suite of innovative deployment, management, and monitoring tools that perfectly met the flexibility, power-efficiency and cost-effectiveness they desperately needed. The HP Insight Control management solutions work with HP Systems Insight Manager and ProLiant Essentials software to deliver total command over the computing and storage environment, wide flexibility in the way those resources are deployed and tangible savings through reduced downtime and increased IT efficiency.

It starts right at the beginning: The new HP BladeSystem c-Class is designed for superior migration from other vendors' blades. In fact, it's possible to migrate between physical and virtual servers, and even take an older physical server and move it to the HP BladeSystem within minutes. All a customer has to do is walk through a few screens with a simple wizard-based application to complete the migration.

"Tools like these impressed me, as did the new suite of management tools HP is offering," says Kallali. "The HP BladeSystem is more efficient to deploy and manage," he explains. "With VMware, we can use them as we need them, in different ways. HP Insight Control and OpenView let us monitor and manage the entire center from one console, so that saves us time and money. Plus, the alert systems allow us to work quickly and efficiently through any problems. It all adds up to more stability for our customers."

So far, the results have been very positive. "We're going to continue to add more server blades over time," says Kallali. In fact, as each of our older blades reaches the end of its lifecycle, it's replaced with a new BladeSystem c-Class blade.

A Partner, Not a Vendor

"At every step of the process, HP has been a true partner," Kallali says. "From defining the solution through the implementation and ongoing services, they have allowed us to be more efficient with our time and resources, with greater availability. That benefits our customers and ultimately makes us more successful. A customer should concentrate on its core business and services. With our HP solution, now they can."

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