

# HOW IT PIONEERS IN FINANCIAL SERVICES CAN HAVE IT ALL.

**A GUIDE TO ACCELERATING DIGITALISATION WHILE  
INVERTING IT SPEND.**



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# EMBRACE THE **WHIRLWIND** OF DIGITALISATION.

It's difficult to think of a force that's having a more revolutionary impact on financial services than digitalisation. It's materially changing everything in this sector: the way processes work; the way services are offered; the customer experience; and the speed at which business is executed and where it happens.

**Digitalisation is driving the innovation edge to exciting new horizons.** For example, 'roboadvisors' can now aggregate data on markets and customer preferences to generate automated investment advice on behalf of wealth management firms. High-speed trading apps are transforming profits, especially for tech-savvy players.

1. Insurance 2020: The digital prize – Taking customer connection to a new level, PwC, 2014

Even in the ultra conservative non-life insurance segment, digitalisation is impacting competition. Here customer demands are making traditional players vulnerable to data-rich, analytic-centric new entrants. For instance, who would have thought that customers would be the ones asking insurers to generate more data about their lifestyle habits? Yet a PwC study reveals some fifty per cent of consumers surveyed would be prepared to provide their insurer with additional personal and lifestyle information in order to get more relevant services and better deals. Sixty seven per cent said they would be willing to have a sensor attached to their car or home if it could reduce their premiums<sup>1</sup>.

Whatever innovation is happening at the customer frontline, it all boils down to one question for IT leaders in financial services:

**“How can we help our organisations win in the digital economy – and do so with less IT complexity, less cost and absolutely minimal risk?”**

**In other words, how can IT leaders invert IT spend and ‘have it all’?**

**At Pure Storage, experience tells us that the answer is data** – how you architect and scale its storage, how you flex that storage to work at lightning speeds in both physical and virtual environments, and how you cost storage to deliver more business value, for less of your precious budget. This is because data is the currency of the digital economy. If it's not serving the applications and systems that are driving your digital business, you'll lose out in the race to customer intimacy and therefore profitability. **Game over.**

# STEP 1:

## DRIVE STORAGE PERFORMANCE WHILE KEEPING THE LID ON COSTS.

In no other business era has time been so critical an influence on success. In years past customers were happy to spend a few hours in the face-to-face company of their bank manager, IFA or insurance broker. Today, telephone banking isn't quick enough, and online comparison sites aren't tailored enough to deliver the rapid, highly personalised answers customers are seeking.

Speed is of the essence. The speed at which your front end works is utterly reliant on your storage performance. But you can't keep adding storage capacity to individual databases, or application workloads – that's just adding cost. And even if that's not a problem now, what about the time it will take to manage a sprawling storage estate?

Big waste of money and skills. Now is the time to make storage a forethought, not an afterthought.

In respect of performance, Pure Storage can transform your business. We know you're savvy about the enormous advantages All-Flash delivers over spinning disk, but it's worth restating the stats – they'll give your business plans real punch.

### Deliver 10 x better performance than spinning disk.

Pure Storage All-Flash solutions are 10 x faster on both IOPs and latency. They're also 10 x more efficient in terms of power, space and cooling.

This kind of performance allows CIOs to meet their top three stated strategic goals:



Improve customer experience

48%



Increase operational efficiency

41%



Transform existing business processes

38%

# STEP 1:

## DRIVE STORAGE PERFORMANCE. KEEP THE LID ON COSTS.

### At an operational level what does Pure Storage performance really mean for your apps and databases?

With Microsoft and Oracle, Pure Storage delivers a significant performance improvement without extra tuning. It also reduces repetitive provisioning and backup tasks by up to 10 x. In reality this means you could free up 2 full-time employees per PB and \$2m per PB, per year. So in this case, it's relatively easy to prove that by inverting IT spend on storage, you gain the means to generate impressive additional value.

“Pure Storage gives us the performance power we need to give our financial advisers the best possible experience with our solutions – which becomes our differentiator in the market. Our investment in FlashArray will pay off simply in the good feedback we expect to receive from our advisers.”

**Andrew Price, Director of IS Operations,  
Securities America.**

### Pure Storage is efficient

1. Consolidate everything on 10 x less storage  
FA + FB, 2 x better data reduction, variable block & always on
2. No compromise data services  
All built-in, \$0, no performance penalty  
dedupe, compress, encrypt, QoS SNAPS  
+ rep use data reduction
3. Our cloud storage solutions are fully automatable and extensible to accelerate your cloud IT



## STEP 2:

# BUILD IN ROCK-SOLID PERFORMANCE FROM THE GROUND UP.

When business never stops and the speed of transactions and interactions is perpetually accelerating, the technology that stores your data and serves it up must be absolutely rock-solid. The way your storage works in the background, the way software updates, the way upgrades are implemented – all of it must be executed rapidly, but more importantly, without impacting your production environments.

Pure Storage has developed a unique strategy on this front, called FlashProtect. It is proven to deliver more than 99.9999% availability with no loss of performance. Everything has been designed to be non-disruptive. This ranges from active-active high performance controllers – with a stateless architecture that allows administrators to unplug a failed controller and cable up a new one so that the FlashArray gets back to full availability without any performance loss – to data deduplication.

All maintenance activities, such as capacity expansion and hardware replacement, are also designed to be totally non-disruptive. It's made possible because although the IO handling of the FlashArray is active-active from all ports, we keep the performance of one controller on the backend, which enables all maintenance operations to be undertaken with zero performance loss.

All of this clever stuff means your people no longer have to spend time planning maintenance downtime with the business, which is perfect for 24-hour operations. It's also another simple way that you can get more business value from your storage and invert IT spend. Your investment effectively becomes self-funding over time.

All these capabilities are great, but what if the data your business relies upon isn't where it should be? Data theft or ransoming is on the increase, which is why we include inline, always-on encryption for data at rest – so it has no impact on performance. Administration, when it is required, is also secure via a series of account types, directory-based authentication and secure management connectivity.

So as well as delivering the ultra robust, high availability that is the lifeblood of financial services, powering customer demand for digital services, data is also incredibly secure, in line with local and industry regulations.

### Pure Storage is effortless

1. Always-on, always-fast, always-secure 99.9999%, NDU, performance through failure, encryption, QoS, no tiering
2. Self-managing and plug-n-play Raid-3D, variable metadata, no tuning, 30-minute install, plug-in for all VM platforms
3. Cloud-connected Pure1 manage, mobile client, analytics, global insight

“The concept of predictive analytics is where Pure surveys their entire population of installed technology and uses big data to aggregate back into proactive monitoring and proactive solving of problems in their install base. That's an unparalleled level of support that I've ever received from any vendor to date that I've dealt with in IT.”

**Rael Mussell,**  
**VP of IT Support,**  
**Credit Acceptance Corp.**

## STEP 3:

# FOCUSING ON VALUE WILL HELP BRING DOWN COSTS.

By centralising your storage around one type of Flash technology, not only will you simplify data centre IT and add incredible flexibility to deal with both physical and virtual environments, you'll also make some incredibly important savings.

### Pure Storage is Evergreen

**1. Buy once, upgrade forever**

Evergreen, NDU, //M Modularity

**2. Harness rapid software & Flash innovation**

Continuous software updates, annual controller & Flash UPG

**3. All-inclusive subscription model**

Free every three, flat and fair, capacity consolidation, forever maintenance, all software included

**4. Future-proof your investment**

Every newly purchased FlashArray//M can be upgraded to NVMe through our Evergreen Storage programme<sup>3</sup>.

2. [www.purestorage.com/why-pure/evergreen-storage.html](http://www.purestorage.com/why-pure/evergreen-storage.html)

3. The full terms of the NVMe-Ready Guarantee are available upon request

Our perpetual upgrade programme, called Evergreen™, is designed to guarantee your effective capacity with flash media that can consolidate and modernise as your organisation grows. There are no vendor dictated upgrade cycles, no downtime or data migrations.

There is continually refreshed software and a super extended value lifecycle – with no requirement to re-purchase TBs you already own, and exceptional performance and value for more than 10 years.

Things are just as straightforward when it comes to maintenance. You just pay one, simple flat renewal to update performance, scale and add features.

**The result?** An impressive 33% CAPEX/OPEX saving over six years compared with the competition<sup>2</sup>. And the TCO just keeps on improving from then on, helping you to further invert IT spend and gain more value.

*“Pure Storage has turned storage on its head.”*

**Dave Comben, Head of IT Infrastructure Services, Investec.**



## STEP 4:

# MAKE STORAGE THE **FRONT SEAT DRIVER** OF INNOVATION.

Like most IT leaders in financial services, we know you'll be on your own personal journey to the cloud. Which is why we are pushing the boundaries of All-Flash innovation with a simple, two-product route to building your own All-Flash cloud platform.

Freeing you to develop such a scalable, simple, high performance storage environment can help you underpin your front-office innovations in customer experience, productivity tools and business processes, with a storage system capable of driving transformation. And as we have already seen, with new profit-thirsty competitors entering all areas of the financial services sector, it's absolutely crucial that IT leaders have sensible, practical and cost-effective answers to the question of how to ride the innovation curve by using data more effectively than anyone else.





## LET'S WRAP UP.

Quite simply, the time has now come to consider storage to be one of your most strategically powerful assets. With Pure Storage All-Flash you have the means to create a high performance, highly resilient, highly affordable foundation on which to succeed in the digital economy. With Pure Storage you can drive more business value – achieving considerable ROI in just a few short weeks – while inverting IT spend.

As you've seen, some of the world's biggest players in financial services work with us – and with a Satmetrix-validated Net Promoter Score of 83, we're the number one recommended technology company – ahead of Apple and its iPhone! So if you'd like to know more, or chat about how we can help you, please contact us.

**Drive value & invert IT spend**

Discover how by calling  
**01784 614 069** or reaching out  
to us at **[pdh@purestorage.com](mailto:pdh@purestorage.com)**