



Standard Chartered

Pooled Resources, Repurposed as Needed

Business Value

- IT flexibility and responsiveness
- Faster time to market
- High availability
- Lower costs
- Low risk

Executive Summary

IT architects at Standard Chartered PLC had decided to centralize data center operations for its core retail-banking application, which is available to customers at 1,200 locations worldwide. After evaluating other vendor offerings, Standard Chartered selected PAN Manager® Software by Egenera®. Egenera was the only vendor with an integrated solution for infrastructure virtualization and management, and the only one with customer references and a proven product. As a result, Standard Chartered has cut total cost of ownership in half compared to their previous proprietary solution and can now bring a new country online in nine days rather than 45 as estimated for its legacy architecture.

Business Challenge

With operations in more than 50 countries, the international bank Standard Chartered PLC selected PAN Manager Software by Egenera to manage its global data center infrastructure. Standard Chartered's core retail-banking application, which is based on IBM® WebSphere® and IBM DB2®, has the bank's highest classification for business criticality.

Egenera's virtualization and effective use of resources—as well as its customer reference sites—were key differentiators compared to offerings from other providers. The Egenera solution met the bank's short-term cost-cutting needs while supporting its long-term, strategic vision of flexible and responsive data center infrastructure.

According to Standard Chartered's chief information officer, the company developed an IT vision based on a pool of computing resources that could be repurposed as needed according to business requirements. They found that Egenera was the only vendor with an integrated solution for virtualization and the I/O fabric, and the only one with a proven product. For Standard Chartered, the PAN Manager solution offered the lowest cost, lowest risk choice, providing the most flexibility.

"Egenera has opened our eyes to a new way of thinking about the data center."

*Chief Information Officer
Standard Chartered*

Quantifiable Results

Standard Chartered chose PAN Manager as their virtualization infrastructure management software based on several criteria:

Cost Savings: Standard Chartered considered deploying its retail banking application in each office worldwide, including countries in Asia, the Middle East, Africa, Europe and the Americas. The sheer number of CPUs required for an in-country approach resulted in prohibitively high hardware and software licensing costs. Alternatively, they found that standard servers did not yield sufficient savings to compensate for the high telecommunications costs of a centralized scheme.

As a result of the Egenera solution, Standard Chartered was able to both centralize their operations and cut their total cost of ownership in half. They expect that ratio to improve still further as they open more countries and can leverage the system's repurposing capabilities across time zones.

This ability to repurpose servers will also lower costs by increasing utilization. Standard Chartered previously had RISC platforms running at 100 percent for three to four hours each evening and sitting idle the rest of the day. Because of this legacy architecture, which binds a server to a specific application, these machines could not be repurposed for other tasks. Alternatively, Egenera's PAN architecture has enabled them to run overnight batch processing on servers that handle transactions during the day.

Finance

Standard Chartered

High Availability: While needing to lower capital and operational expenses, Standard Chartered cannot afford to compromise reliability. PAN Manager has given their IT staff the ability to rapidly recover from system failures.

Egenera also enables Standard Chartered to make every application highly available at virtually no cost. The system's stateless server environment and virtualization capabilities eliminate backup servers, redundant network and storage connections, and complex clustering software. The same N+1 approach can be applied at the system level to achieve disaster recovery: Through mirroring, a single server can back up multiple, geographically dispersed servers.

Time to Market: With Egenera's virtualization and management technologies, Standard Chartered can bring a new country online in nine days rather than 45 as estimated for their legacy architecture. In other parts of the world, because PAN Manager enables a centralized data center, the bank no longer needs to establish IT facilities in each country, which can take up to six months. "Now, when we're deciding whether to open a bank in a given country, technology is not on the critical path," notes Standard Chartered's CIO.

Flexibility: Standard Chartered also needs to react quickly to changing conditions in existing markets. With Egenera, capacity can be reallocated on demand from a pool of processing resources. The IT staff believes that PAN Manager is unique in the industry in its ability to separate the identity of a server from its capacity, allowing them to store application configurations in the SAN and map them to any servers at any time.

PAN Manager's support for Red Hat® Linux®, SUSE® Linux, Microsoft® Windows® and Sun® Solaris™ has enhanced their IT flexibility still further.

servers without fear of losing business or breaking the bank. It was a solution they thought could not be found at any price. "Instead, we were locked into proprietary platforms to meet the requirements of our mission-critical applications," concludes the company's CIO. "The Egenera system delivers a truly unique combination of resiliency, cost-effectiveness and flexibility ideally suited to our vision for the future."

A Solution for the Future

With PAN Manager, Standard Chartered's IT staff has gained the confidence to run its mission-critical enterprise applications on industry-standard x86



East Coast Headquarters

Egenera, Inc.
165 Forest Street
Marlboro, MA 01752
U.S.A.
Main: 508-858-2600
Sales: 508-858-3600
Fax: 508-481-3114
www.egenera.com

West Coast Headquarters

Egenera, Inc.
5201 Great America Parkway
Suite 446
Santa Clara, CA 95054
U.S.A.
Main: 408-748-1100
Fax: 408-748-1101

Europe/Middle East/Africa

Egenera Ltd.
2nd Floor Titan Court
3 Bishop Square
Hatfield AL109NA
United Kingdom
Voice: +44 (0)1707 226097
Fax: +44 (0)1707 226197
www.egenera.com

Asia Pacific Headquarters

Egenera, K.K.
Shinjuku NS Bldg. 6F,
2-4-1 Nishishinjuku,
Shinjuku-ku
Tokyo 163-0806 Japan
Voice: +81-3-5321-7157
Fax: +81-3-5321-7158
japan.egenera.com