



## Investment Banking and Brokerage Leader Taps Savvis Experience to Grow Fully Managed Web Hosting Solution

### Business Challenge

The firm's Global Wealth Management division, which provides financial services to high net-worth individuals, was facing limitations to its organic growth strategy. The Web portals that its 16,000 financial advisors used to market products and services to a global base of private clients were outdated and couldn't scale to feature new offerings. Additionally, the customer experience when using the portals was less compelling and useful when compared to that provided by competitors' Web sites.

In 2006 the firm decided to modernize virtually all of its Global Wealth Management division portals to take advantage of media-centric aspects of then still-emerging Web 2.0 capabilities. A public announcement by the executive office regarding the portal enhancements meant the scheduled go-live date could not slip. The firm also needed to simultaneously update a significant number of applications, many of them residing in legacy environments and requiring specialized knowledge to operate.

### Business Opportunity

This world-leading financial management and advisory company, which serves more than 50 million customers in 150 countries, first came to Savvis in 1999 for help developing a hosting environment for two highly acclaimed Web sites and an array of industry-leading financial applications. Over time, as the company's IT infrastructure needs and business strategies continued to evolve, it needed new and more powerful Web applications as well as infrastructure to support them.

Because technical refreshes performed in 2002 and 2006 for the Web sites already under its control were performed flawlessly, the firm decided to expand Savvis' involvement to encompass the Web portals of the Global Wealth Management division, and combine the environments that had previously existed at both Savvis and the client's own sites. The goal: to optimize use of the underlying infrastructure and achieve economies of scale. This decision was a tipping point for Savvis and the customer, providing an opportunity for a trusted alliance that would shape the growth and direction of the firm's IT infrastructure development and long-term business vision.

### Company:

Global brokerage and investment services firm managing more than \$2 trillion in client assets

### Industry:

Financial Services

### Savvis Business Solution:

Managed Hosting, Colocation, Professional Services, Savvis Proximity Hosting

### Line of Business:

A leading global provider of corporate and investment banking services

### Target Market:

Global investment management (institutional investors and governments) and global wealth management (private clients and small businesses)

### Location:

North America, South America, Europe, and Asia

## Solution

Responding to the firm's plans for a major consolidation of its IT infrastructure, the Savvis account team developed a cost-effective, holistic hosting solution that would allow the firm to reap substantial costs savings over what they had initially planned — the customer calculated that Savvis' per server fee saved them more than 60% over their existing internal charges while enabling increased flexibility and fewer operational headaches. A key aspect of the solution was a blended per-server price for implementing additional servers to the hosting environment over the course of the contract, dramatically simplifying the firm's planning processes. The solution required migrating to a fully managed environment with no disruptions and adherence to some very aggressive deployment deadlines set by the firm's senior management.

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The migration went very smoothly without incurring any business disruption. Subsequently, the hosting environment has passed multiple audits from the firm's very strict physical and data security teams.

The migration has been marked by rapid growth for the customer, including a rapid-fire name change and re-branding of all Web sites necessitated by a recent merger between the firm and another major international financial institution. The firm expanded its managed hosting contract from 300 to more than 500 servers in two Savvis data centers. In addition, the firm has selected Savvis to house more than 1,200 colocation servers, and established a computing grid environment with an initial rollout of 500 CPUs — and this is just a fraction of future expansion plans. The firm has also added market data services — specifically Savvis' Proximity Hosting — to the portfolio of services utilized by the firm. The depth of managed services continues to grow as critical functions such as network security, integrity, and storage are entrusted to Savvis.

The infrastructure is maintained via a dedicated Savvis Network Operations Center with 24/7 support for Tier 1 through Tier 3 support. Savvis also provides application support through a dedicated team of application engineers, network engineers, database architects, and system administrators for 24/7 Tier 4 support. The Savvis team has become so knowledgeable about the customer's applications that its input is an integral part of the rollout of any application updates — something occurring almost weekly given the large number of applications in the environment. Indeed, the firm says such trust has been established between itself and Savvis that it has been able to push its applications well beyond its expectations. It has also cited excellence in release deployment as a key Savvis differentiator over competing managed service providers.

## Benefits

As a result of outsourcing its mission-critical infrastructure to Savvis and allowing Savvis to manage its IT environment, the client was not only able to meet aggressive deployment timelines, but also eliminated day-to-day IT headaches, freeing the firm up to focus on more strategic initiatives. One of those key initiatives will be completing the recent merger. Since both institutions are Savvis clients, the new organization will reap substantial advantages, since any IT consolidations, moves, changes, or additions occurring because of the merger should be implemented more quickly and efficiently because of the depth of knowledge Savvis has accrued over the past decade.

## Future

The firm's IT environment is expected to continue to grow, not just in terms of adding servers, but also contracting for more Savvis services. The firm has many new applications and services under development to keep pace with demand from customers who hold more than \$2 trillion in assets. Moreover, Savvis has been instrumental in facilitating the merge through efficient application releases as the merger went "live" in January 2009. All signs are positive that the momentum will build and that the critical decision to outsource their infrastructure to Savvis was the right call during a pivotal time prior to, during, and following a historic merger.

**For more information about Savvis, visit [www.savvis.net](http://www.savvis.net) or call 1.800.SAVVIS.1 (1.800.728.8471).**

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