

ENAM ASSET MANAGEMENT

HPE SIMPLIVITY HELPS ENAM AMC TURBOCHARGE ITS OPERATIONS

Asset management firm adopts HCI for greater
reliability and on-demand performance

Objective

ENAM was looking for an innovative, sustainable, and future-proof hyperconverged infrastructure (HCI) solution to overhaul their legacy IT network infrastructure to achieve enhanced business continuity, enable faster data access, as well as increase productivity, reliability, and savings.

Approach

HPE SimpliVity is the industry's only built-for-enterprise hyperconverged offering. It brings together HPE's infrastructure, automation, and cloud management software with HPE SimpliVity's software-defined data management platform.

Business matters

- Slashes data center footprint by 10:1 and TCO by 73%
- Delivers 52:1 data efficiency across deployments
- Reduces management time by over 75%
- Centralizes control reducing management and operational costs
- Enhances disaster recovery with virtual, optimized environment
- Enables access to data, in a faster, easier, and more reliable manner
- Facilitates future business growth with a scalable solution

Key figures

- Storage capacity savings was as high as 20:1 with production data and backups included
- Consolidating server space has helped save power consumption and cut data center space utilization by over 50%
- Guaranteed 10-minute RPO, <60 second RTO
- Assured 90% savings on storage versus traditional systems, including backup



ELIMINATING THE RISK OF CRIPPLING HARDWARE FAILURE

Portfolio managers have a healthy appetite for risk. Most stock market experts have to weather unpredictable and fast-changing economic conditions to deliver consistent value to their clients, across market cycles. But when it comes to IT infrastructure, there can be no room for uncertainty and tolerance for risk is zero. Asset management firms, like ENAM, have a business imperative to ensure fast, easy, and reliable data access backed by extraordinarily trustworthy IT systems, so technology functions as a backbone that supports all other functions.

ENAM Asset Management is one of India's premier wealth management and financial advisory firms. A leading player in India's capital markets, it has earned its unmatched reputation for trust, over decades. Their clientele includes some of the world's most prestigious institutions, ultra-high net individuals (UHNIs), high net individuals (HNIs), domestic corporate firms, and non-resident Indian industrialists who rely on their world-class research and knowledge-driven recommendations for portfolio management. ENAM handles assets that are more than \$2.5 billion, which includes investments from sovereign wealth funds and pension fund majors.

“We at ENAM have ambitious plans for growth and soon hope to hit a \$5 billion AUM. Our IT infrastructure is fundamental to achieving these targets. This is why we decided to completely overhaul our seven-year-old legacy network architecture and move to an HCI platform for a true digital transformation and greater reliability through virtualization. We replaced our resource-intensive storage system with HPE SimpliVity, and chose it for its agility, performance, productivity, cost-efficacy, and scalability.”

– Kiran Belsekar Senior VP and Head of IT at ENAM AMC

HPE SimpliVity delivers big for ENAM:

- **Reduced its data center footprint by 10:1 and TCO by 73%**
- **Provided 52:1 data efficiency across deployments**
- **Lowered management time by over 75%**
- **Guaranteed 10-minute RPO; <60 second RTO**



In operation since 1984, ENAM has built a formidable name in the industry. However, as their client roster expanded and data requirements became more demanding the company's outdated IT infrastructure presented a bottleneck to growth. ENAM's existing network architecture posed challenges that could potentially disrupt business as usual and lead to costly delays in servicing client needs.

LEGACY IT SYSTEMS POSED A REAL THREAT TO BUSINESS

While ENAM continued to expand its business and onboard new clients, its IT systems had not kept pace with its growth. Their legacy networks using Dell's Blade Server Technology took up 15U of rack space were woefully out-of-date and inefficient. There was a very real threat of equipment failure that could potentially impair IT services and restoring critical applications could take hours or even days.

Moreover, the IT team relied on many, isolated backup and replication tools for data protection and recovery. Overnight system backups required users to log off from their systems, causing major disruptions and resulting in loss of productivity for four to five hours at a time. ENAM was looking to upgrade to a solution that would offer operational efficiency, expanded storage

capacity, ensure superior performance, and put the organization on the fast track to lasting digital transformation.

HPE TO ENHANCE BUSINESS CONTINUITY

HPE SimpliVity offered ENAM a tailor-made solution that enhanced business continuity while reducing downtime for backup and enabling 24x7 operations. HPE SimpliVity was chosen because it is an award-winning, enterprise-ready solution that combines IT infrastructure and advanced data services into a single, integrated, hybrid cloud solution. HPE OmniStack solution presented a distinct advantage because it did not require any third-party software licensing or OEM integration on the infrastructure platform, and was compatible with existing systems.

NO MORE DISRUPTIONS WITH ENHANCED DATA BACKUP AND RECOVERY

HPE SimpliVity's built-in data protection, replication, and disaster recovery features delivered results in 60 seconds or less on average for local backup to restore a 1 TB virtual machine (VM), which eliminated the need for overnight system backups. Once implemented, backup could be completed in just 15 minutes.





“We recommended that ENAM adopt a completely new paradigm and move its IT infrastructure to a modern, less bulky, hyperconverged platform because their old hardware structure posed a significant risk of failure. Data protection and recovery was proving to be costly, disruptive, and inefficient. We recommended HPE SimpliVity as an all-in-one-platform that was sleek, centralized, intuitive, cost-effective, and disaster-proof. We offered a mix of technology and products. We were able to revamp their old infrastructure without causing any loss of data or any other key resources and completed the whole process in one day.”

– Nitin Als, Director, Sales, Swan Solutions & Services (P) Ltd.

Moreover, replacing the bulky legacy infrastructure meant significant savings of space in the data center, with new network architecture taking up 4U rack space. This helped ENAM house critical applications in sleek and modular configurations to save 50% of space, as well as reduce power consumption. Overall, this guaranteed the customer 90% savings on storage versus traditional systems.

HYPERCONVERGENCE HELPED ENAM STREAMLINE OPERATIONS, SAVE TIME AND COSTS

ENAM’s business needs dictated that their employees had reliable, fast, and easy access to data at all given times, so they could protect investments by their consumers, leverage events across global financial markets, and generate actionable intelligence, fast. Upgrading legacy networks that operated at 1 Gbps to 10 Gbps, resulted in quicker processing saving valuable time. HPE SimpliVity offered bandwidth savings compared to traditional VMs and helped optimize operations with a single dashboard view for all global sites.

ALL-IN-ONE PLATFORM FOR CENTRALIZED MANAGEMENT

ENAM’s old infrastructure was cumbersome and needlessly complicated to manage. In contrast, HPE SimpliVity was intuitive and simple to handle. Minimal training was required before the IT team at ENAM embraced the new HPE SimpliVity system. Day-to-day operations were streamlined quickly and efficiently, with no disruption.

Moreover, HPE SimpliVity made decision-making, conflict resolution, and crisis management easier, its all-in-one platform with centralized controls made for better coordination between different departments. The new system offered a single point of support for the solution that included VMs and server hardware troubleshooting. This allowed the IT team to focus 90% of their time on new and exciting projects, focused on future growth.



Customer at a glance

One of India's leading investment advisory and portfolio management firms servicing a roster of elite domestic and international clients, ENAM is known for its world-class equity research and knowledge-based financial advice, customized to suit client needs.

Hardware

- HPE SimpliVity
- HPE Networking
- ToR switch in server room
- Core switch in networking room
- Access switch
- PoE access switch

Software

- VMware®
- VMware vCenter Server®

“HPE SimpliVity is a software-defined hyperconverged infrastructure that gives extreme performance, data protection, and resiliency. It delivers automated storage utilization, always-on compression, and policy-based VM-centric management. HPE’s SimpliVity stands head and shoulders above other solutions in the market. It is truly revolutionary and helps our customers cut down management and data storage costs, helps optimize business processes, enhance data access and recovery more reliably, and makes all these moving parts synch up, effortlessly.”

– Joybrata Mukherjee, Senior Director, Channels & Alliances, HPE India

ENABLING ENAM'S LONG-TERM DIGITAL TRANSFORMATION

ENAM has set lofty goals for itself. Its vision for the future includes growing the assets under management (AUM) to \$5 billion from the existing \$2.5 billion in two years. The only way to turbocharge their business is to increase margins by digitizing business processes, so they become truly future-proof. HPE SimpliVity allows ENAM to make these ambitious goals a reality by

reducing time-to-market for new business initiatives and keeping down costs required to run existing departments. By overhauling their network infrastructure, they have succeeded in optimizing performance, saving space, cutting down costs, and deriving more value from their employees.

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