ITaaS

Data Center Inc, Stays Ahead of the IT Infrastructure Curve with Cloud-based Storage Solution

Robert R. Ross, CSO,SVP Network/Technical Services

Data Center Inc. (DCI)

- Industry: Financial Services (Core Processor) 46 years

- Headquarters in Hutchinson, KS
  - 250 FTE's

- Provides full-service bank technology and processing solutions to the financial industry

- 200 Financial Institutions serviced "Coast to Coast"

- iCore bank processing system….soon to be named iCore360

- Imaging, internet banking, networking, teller automation, ATM/Card services, backroom services. Voice response, mobile banking

- Solutions enable banks to obtain core processing proceedings (ATMs, debit cards, etc.) without the hardware/software/IT staff issues

Technology Environment

- **Technology Landscape:**
  - HP Servers (ESX)
  - SUN Servers (Oracle)
  - NetApp SAN Systems/Software
  - Cisco Switch and Router Products
  - VMware
  - Oracle
  - Verizon
  - Microsoft

Corporate Objectives

- Storage for server consolidation project

- Improved efficiency

- Enhanced disaster recovery for regulatory compliance

- Business continuity

- File sharing

- Better growth management – space, power, cooling

- Flexibility for delivering IT as a Service (ITaaS)

- Build a solid physical infrastructure (no cobbling)

- Move to a "computing utility" structure for banking

- To enable provisioning and scaling of hardware non-disruptively

- Ability to manage growth without disruption

Solutions and Benefits

- Business Challenge
  - Implement storage for server consolidation project to improve efficiency, DR, and business continuity
  - Achieve flexibility for delivering IT as a service (ITaaS)
  - Ability to manage growth without disruption
- Solution
  - SAN storage systems
  - Server Virtualization
  - Deduplication, Mirror, and Restore technologies, Manager for Database, Manager for email , Manager for SQL , Manager for Virtual Infrastructure, SAN Operations Manager, and SAN Enterprise software
  - Management tools
- Benefits
  - Enabled automated DR within minutes, at half the cost
  - Saved >$125K in annual power and cooling costs
  - Managed >100TB of storage with 1 FTE
  - Manage 5 VM data centers with 1 FTE
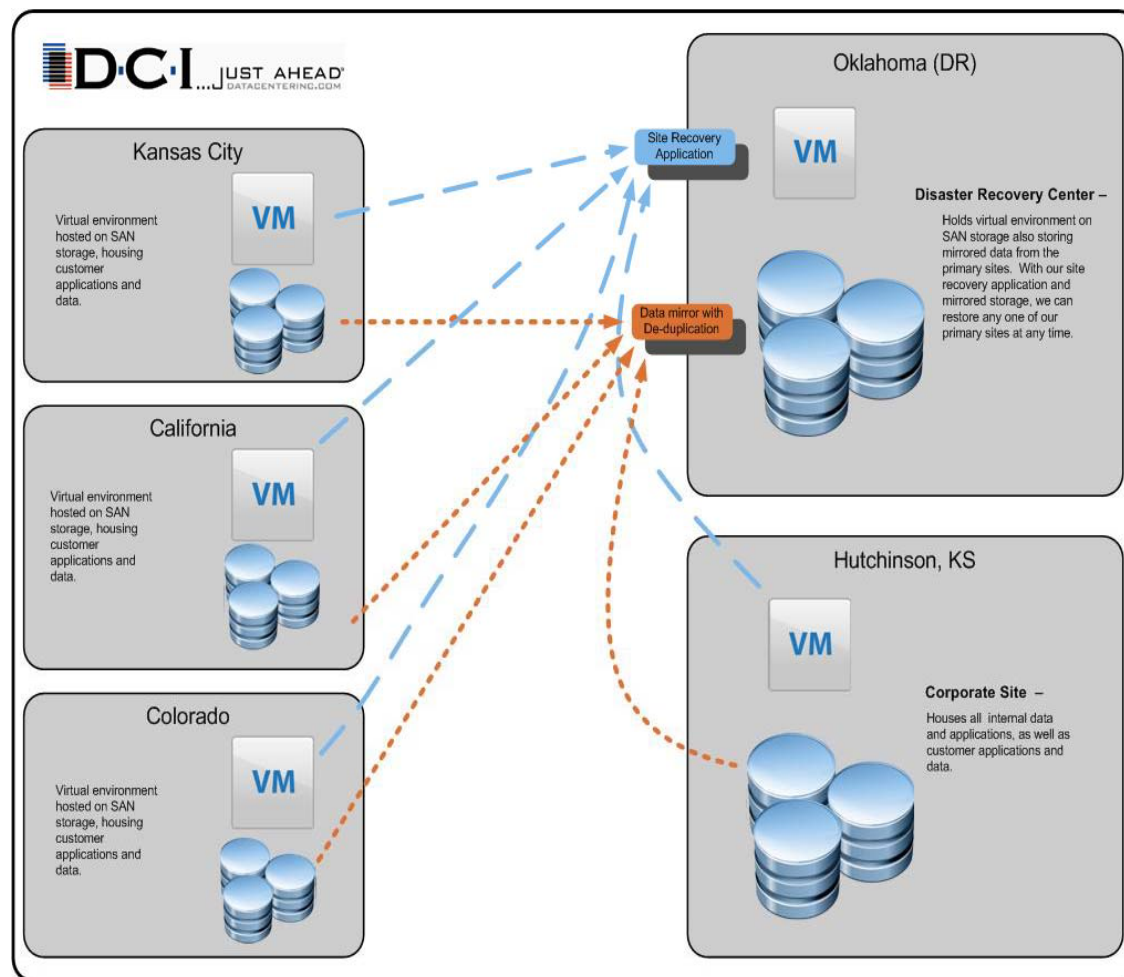 - Reduced data center footprint by >75%

DCI Service Technology
(the beginning)

DCI Private Cloud Topology
(current delivery)
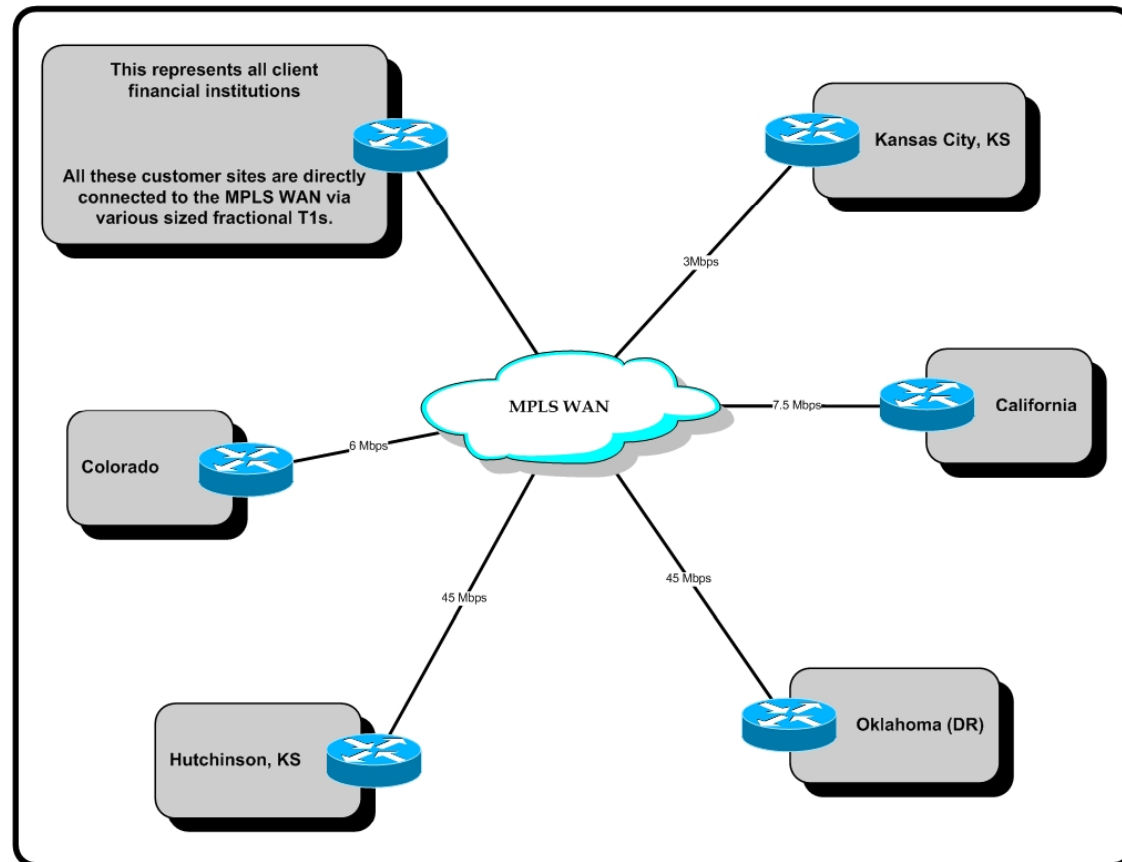
A quote a year ago:

- "**Putting this technology in place has helped us instantly add functionality, generate immediate savings, and simultaneously establish the foundation for delivering expanded cloud-based services.**" *- Robert Ross, DCI*

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Conquering Time and Labor

- Virtual Server Management
- Workload/Performance Management
- Maximize Technician capabilities and cost
- Leverage reputable/ competent consultants
- Lights out management/operations
- Around-the-clock-services
- Comprehensive information protection
- Rely on DCI for innovative solutions to help banks to stay competitive

- *"It became increasingly labor intensive to protect rapidly expanding volumes of mission-critical financial data,"*
  - *Robert Ross, DCI*

Product Development/Offerings

- Single repository of regulatory controlled data
- Online Storage retention of all data for full 7 years
    - Customer Statements
    - Customer Transaction Data
    - Full Check Images
    - Full loan documentation/work papers
    - Customer information

- Replication and archive of all regulatory data
- Data warehouse services
- Private Cloud connectivity for over 8,000 users

Development/Testing/ Stress/Modeling

- What this infrastructure has enabled:

  – Flexibility to build and configure custom environments
  – Ability to tune during stress/modeling
  – Minimal Staff requirements
  – Quick turnaround
  – Enablement of "Sandbox" deployment
    - Mirroring of Production
    - Quick Transition

- Product development has taken on a new "dimension" of capability and creativity.

- Product possibilities are becoming virtually endless.

Service Deployment of new products

- Transparent Migration
- Quick Timeframe
- Transparency
- Instant "replication" and "recovery"
- Quick Performance Management/Tuning

- *(spend more time documenting than deployment)*

Other Tangible Benefits

- Anticipate 70% reduction in energy costs
- 160% ROI
- Thin Provisioning
- Deduplication
- Control of FTE Support
- Release management in production environment
- All contribute to the bottom line

  – "DCI profits in 2009 were largest in 45 years"
  – "Same expectation in 2010"

Future Benefits?*#$

- Improved customer support capabilities
- Bundled Pricing for Banking
- Quick Onboarding of new Banks
- Full Web Services/Access
- Unprecedented "denovo" start up cost competition
- Maintain agility/flexibility- our "heritage"
- Continuum of Banking in a disaster
- Become the future "Boogle" of banking *(if you know what I mean)*

Q and A

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QUESTIONS

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Thank you !!!!!!!!

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