

Case Study

SICOOB

» Based on technological solutions offered by Fujitsu, SICOOB utilized PRIMEQUEST’s open platform to deliver a highly efficient, integrated and consolidated IT environment.«

Dênio Albaro de Lima Rodrigues, IT Manager, SICOOB



The client

SICOOB is the largest credit union in Brazil and offers customers the same services as banking networks, however shares profits among members and reinvests in the community to generate new business. The success of SICOOB’s strategic planning initiatives is represented by its growth in business volume, the number of members and an increase in branch locations.

With 517 members and 1,600 branch locations SICOOB is located in 24 out of 27 states in Brazil and serves over 2.6 million customers and is currently ranked sixth for services amongst financial institutions in Brazil.

The challenge

SICOOB has witnessed a radical change over time in the way companies interact with technology. For the purpose of market expansion and to provide added value to the business, SICOOB recognized a need to restructure and improve its use of technology in a way that strengthened their competitive edge. This initiative also took into consideration socio-environmental activities like the reduction of their carbon footprint. The company directive was to optimize their use of IT resources to better align them to the business needs.

SICOOB’s IT management created the ITSP (Information Technology Strategic Planning) project to develop and execute technological activities that support business strategies and organizational growth.

In 2006, on the back of a sharp increase in business volume, SICOOB invested heavily in IT solutions including; equipment, software, and the renewal of business and data security applications. This was in order to drive performance and provide better agility to its members and users. The environment consisted of approximately 310 physical servers each with different architectures, which caused a high volume of resources to be used during processing, ultimately consuming 90% of available capacity. As a result, management tasks were complex and demanding, requiring significant time and effort to be completed. The system also lacked scalability which posed a significant threat to SICOOB as they needed 24x7 continuous server support for their two data centers which provide financial services and manage approximately 20 million online transactions per day.

The client

Country: Brazil
 Sector: Financial
 Date founded: 1996
 Sicoob Network employees: 20,096
 Website: www.sicoob.com.br



The challenge

- Reduce licensing costs and energy consumption.
- Implement a flexible and scalable solution to support SICOOB’s business growth.
- Define IT strategy to reduce the number of physical servers and increase processing capabilities in the data center.

The solution

Fujitsu PRIMEQUEST server was implemented into the data center to improve processing with fewer servers and facilitate consolidation and virtualization across the new platform. As a result Fujitsu’s mission critical PRIMEQUEST servers safeguard SICOOB’s continuous business operations and provide scalability for their rapid growth.

The benefits

- Increase performance improves daily batch processing by 3 hours
- Reduce system complexity and management through server compatibility with a wide variety of third party vendor products
- Saving energy costs - reducing consumption by 3.13M kW/ yr
- Reduce carbon footprint (CO₂ emission reduction of 140 tons/yr)

Other factors that SICOOB needed to heavily consider included the data center's high energy consumption, its large carbon footprint and expensive server software licensing. SICOOB soon realized it was necessary to restructure the IT environment in a way that facilitated greater productivity.

The solution needed to be safe, provide high performance and reduce energy consumption, while at the same time dynamic scalable and flexible enough to support rapid business growth.

The solution

In 2014, SICOOB began a process to identify the best IT solution to support their increased business demand, which needed to be based on an open system platform. They conducted technical studies to identify the right servers to provide greater processing capacity and to form the basis for virtualization in the data center, that would also consolidate operations.

These technical studies were undertaken with a number of different vendors. As a result, the FUJITSU Server PRIMEQUEST was selected, based on its high RAS (Maintenance Reliability, Availability and Serviceability) characteristics, as well as its redundancy and resilience to hardware faults. The role of the new mission critical servers was to consolidate the environment within the SICOOB data center.

SICOOB new system solution consists of 2x PRIMEQUEST 1800E and 5x PRIMEQUEST 1800E2 servers, together with the ETERNUS DX storage system to provide even greater application availability and security. By the end of 2014 SICOOB plans to implement a further two Fujitsu PRIMEQUEST models.

The benefits

Overnight processing was an ongoing concern for SICOOB as the 8am conclusion of the task coincided with the start of the next business day. After the new Fujitsu server platform was implemented, SICOOB reduced overnight processing by 3 hours, ensuring it was completed by 5am allowing for contingency to resolve any issues in the event of a delay.

FUJITSU Server PRIMEQUEST leverage an industry standard open CPU and OS, creating an environment that easily integrates with a wide variety of hardware products and software from third party vendors.

Products and services

- FUJITSU Server PRIMEQUEST 1800E
- FUJITSU Server PRIMEQUEST 1800E2
- FUJITSU Storage ETERNUS DX90 S2

This functionality paved the way for the new platform to efficiently and securely consolidate, and integrate, the existing diverse server environment. Following the implementation SICOOB estimate savings of 3.13 million kW per year in electrical power and an annual reduction in CO₂ emissions by 140 tons, the equivalent of planting 950 trees each year.

Furthermore, PRIMEQUEST's redundant configuration and memory mirroring, provides uninterrupted operation for SICOOB's business, while highly efficient data centre monitoring has been facilitated by central management of the physical and virtual machines.

Conclusion

PRIMEQUEST drives higher performance for SICOOB with fewer processors and delivers server consolidation making optimal use of data center rack space. With an excellent cost performance ratio and extremely high energy efficiency, SICOOB has been able to reduce data center energy consumption by 1/3.

"Based on the technological solutions offered by Fujitsu, SICOOB utilized an open system platform to efficiently deliver a highly integrated and consolidated IT environment. We now operate less equipment to achieve greater processing capacity. Furthermore, our dynamic data center provides us confidence in scaling out the solution to support other part of the business." Dênio Albaro de Lima Rodrigues, Sicoob IT Manager.

About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 162,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.8 trillion yen (US\$46 billion) for the fiscal year ended March 31, 2014. For more information, please see <http://www.fujitsu.com>.

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