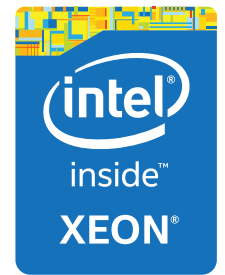


Case Study

Core Pacific – Yamaichi

»All in all, it was a great experience working with Fujitsu’s team of experts, and we look forward to enjoying the long term benefits from our new ICT systems and data center services«

Mr. Richard Chen, CEO, Core Pacific – Yamaichi



The customer

Country: Hong Kong SAR
Industry: Financial Services
Founded: 1969
Employees: 300+
Website: www.cpy.com.hk



The challenge

- Ensure financial services IT and telecommunications systems remain operational to support the needs of traders and analysts
- To cope with business growth, enhance ICT facilities and minimize impact from external factors such as building maintenance
- Move ICT infrastructure off-site to accommodate increasing demand for new equipment
- Manage complex migration of extensive communications network and IT infrastructure that must adhere to regulatory requirements

The solution

- One-stop-shop solution including; consultancy, and project management of Data Center co-location; Unified Communications; core low latency network plus WAN; system integration, migration services; and ongoing maintenance
- Infrastructure systems including FUJITSU Server PRIMERGY RX200, RX300 and FUJITSU Storage ETERNUS DX100 are co-located in dedicated server rack cage in data center managed by Fujitsu
- Cost effective, high availability Unified Communications solution implemented with site-to-site fail-over for operational continuity
- Consultancy on modernized PABX and legacy telephony system to IP-based solution and data/voice consolidation, with enhanced features such as voice recording to comply with legal regulations
- Customized integration with high-performance and compatible equipment to enhance effectiveness of the entire network

The customer

Core Pacific - Yamaichi (CPY) is a comprehensive financial conglomerate with deep roots in the Greater China region. Since its inception, it has focused on providing a broad range of financial services to the region, including global securities and futures brokerage, fixed income investment, wealth management, corporate finance, underwriting and placement, financial advisory, asset management, and other investment-related professional services.

Headquartered in Hong Kong, CPY has grown to over 300 professional staff and regional offices in Beijing, Shanghai, Taipei and Los Angeles, providing extensive global exposure and powerful networks worldwide.

The challenge

CPY has enjoyed robust growth in recent years, resulting in increased demand on its ICT infrastructure. Thus, a new IT office was needed to facilitate CPY's growth. However, the new ICT equipment required additional space.

CPY opted to migrate and consolidate its data center to a secondary location where a centralized management system would ensure continuous support to each function. Complicating a potential relocation was the need to include in the migration an extensive communications system. As a result, any of these migrations would require highly specialized domain knowledge to ensure a smooth transition without interruption to daily operations.

New equipment with a revamped network was needed to construct CPY's advanced ICT office. However, merging existing ICT equipment with new systems and migrating the entire data center seamlessly require sophisticated and experienced practitioners, which few in the market are able to provide.

The solution

CPY engaged Fujitsu for the migration of its data center and communications system. Mr. Richard Chen, CEO, Core Pacific – Yamaichi, reveals, "After reviewing various service providers, we were most impressed by Fujitsu's track record in data center and their customer-centric approach. They score high in reliability according to industry's reference and are patient to understand our needs. Few in the market gave us as much confidence in providing such sophisticated end-to-end solutions."

Fujitsu provided CPY a one-stop-shop solution, everything from initial consultation and services on data center migration to developing a tailor-made ICT office with a fully-consolidated IT network, powered by state-of-the-art infrastructure and communications system.

The benefit

- Increased network performance ensuring service stability and continuity
- Migration completed within four months without interruption to normal operations
- Reduced TCO with holistic consolidation of hardware including server, storage, network and unified communications
- Increased ICT speed and quality systems leading to accelerated business growth and enhanced user satisfaction
- Regulatory compliance maintained in switch to new systems
- Fujitsu-hosted data center resulted in peace of mind, decreased capital expenditure (CAPEX) and increased resilience, helping CPY to focus on business initiatives and growth

With a wealth of experience in handling complicated data center migrations, the Fujitsu team developed a well-thought out relocation road map and set out to execute their plan.

Data Center Services

The initial step taken by the team to assess the configuration of each individual data line in detail was crucial to the success of the migration. Fujitsu also ensured the migration process was seamless and did not cause any disturbances to CPY's daily operations. With world-class facilities and co-location services, the CPY data center hosted by Fujitsu provided peace of mind and decreased capital expenditure (CAPEX).

IT Infrastructure

Powering CPY's new ICT office is the design and build of a dedicated server rack cage in a secured data center environment with robust infrastructure, including FUJITSU Server PRIMERGY RX200, RX300, and FUJITSU Storage ETERNUS DX100. The Fujitsu-hosted infrastructure significantly enhanced reliability and efficiency. Additionally, the extra office space provided CPY with the flexibility to expand its on-site computing facilities as needed.

Unified Communications (UC) Solution

Given the critical role of the telecommunications network to CPY's business, Fujitsu installed a cost-effective, high availability UC solution featuring site-to-site fail-over technology. In addition, Fujitsu strategized the migration of CPY's Private Automatic Branch Exchange (PABX) and voice recording system to a modernized IP-based voice recording solution, which consolidated its analog telephone lines into several trunk lines for easy management.

The benefit

Fujitsu successfully completed the relocation project on time in parallel to upgrading the core network and UC system without any interruptions to normal operations, delivering the entire project in only four months. Immediately thereafter, CPY's new data center contributed to an overall enhancement in network performance.

Products and services

- Consultancy and project management of complex data center migration
- Ongoing data center co-location and managed services
- Infrastructure solutions:
 - FUJITSU Server PRIMERGY RX200
 - FUJITSU Server RX300
 - FUJITSU Storage ETERNUS DX100.
- Consultancy for PABX and legacy voice recording systems upgrade
- Unified communications solution featuring site-to-site fail-over technology with advanced IP phones
- Construction of integrated network with suitable technology and equipment

The fully consolidated network and system, including Windows directory server and administrative functions, provided CPY with a reliable and high-performance IT system to effectively reduce its total cost of ownership.

Through Fujitsu ETERNUS NAS technology, CPY has also deployed a voice recording system with the technical readiness to expand across the operation, bringing great enhancements to speed and user satisfaction.

Conclusion

With the infrastructure hosted at Fujitsu's data center, CPY now has peace of mind knowing that its IT systems will operate at maximum uptime. In the event more computing capacity is needed, additional racks are available to better cope with the increase in demand. The customer can now focus its core competency on business development and growth.

Derek Yiu, General Manager, Solutions and Services Business at Fujitsu Hong Kong, explains, "The Fujitsu team is very proud to work hand-in-hand with CPY and the successful migration of its systems to the new data center. Our comprehensive one-stop-shop ICT solution has a remarkable impact on the company's ICT transformation, and is the most seamless offering in the industry. We look forward to continuing our partnership with CPY."

"The before and after of our data center and overall IT experience is like night and day. We have not only maximized our IT reliability, but also lowered overall operating costs and users appreciate the resilience brought by the new systems. All in all, it was a great experience working with Fujitsu's team of experts, and we look forward to enjoying the long term benefits from our new ICT systems and data center services."

Mr. Richard Chen, CEO, Core Pacific – Yamaichi

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