



Insinger de Beaufort

European Banking Group Goes All-ClearCube



He felt that new technology would assist the firm's personnel in continuing to deliver superior customer service and results.

"We had been deliberately holding off on IT investments in preparation for the office move, one of those being new PCs," says Bryant. "The PCs were getting on for five or six years old, and we were on or below minimum spec for some of our third-party applications, including key market data products. We were doing a lot of fire-fighting and wanted to find a more suitable computing system."

The Solution

Insinger was attracted to the fully Intel® compatible ClearCube for its security, high availability, remote manageability and small ergonomic footprint. The bank also gained a reduction in IT support costs as a result of the easy operability of the ClearCube PC Blades. "One thing we didn't have to do was dramatically change the existing infrastructure or air conditioning, which is what you normally occurs when you put in a standard dealing floor. With the Blades, we

OVERVIEW

► The Challenge

Outfit a new facility with an ergonomically small, yet fully Intel® compatible computing system that requires less maintenance than traditional box PCs

► The Solution

Replace all box PCs with ClearCube PC Blades and User Ports

► The Benefit

Spacious work areas, "always-on" computing and easy-to-manage assets that support optimal customer service

Insinger de Beaufort is an Anglo-Dutch private banking group with origins dating back to 1779 and offices spanning across Amsterdam and London. Insinger conducts private banking, asset management and institutional and corporate client services. The bank has been listed on the Luxembourg Stock Exchange since 1997.

The Challenge

In order to promote greater collaboration between the departments of its London facility, which were previously spread out among three floors, Insinger de Beaufort recently relocated the branch to a building that would accommodate all employees on a single floor. The enterprise's manager of information, John Bryant, decided to use the relocation as an opportunity to improve the trading floor's computing technology, which was outdated.

"By selecting an all-ClearCube PC Blade environment, Insinger de Beaufort London has installed an adaptable computing solution more keenly suited to our business."

— John Bryant
Manager of Information
Insinger de Beaufort

save a lot of floor space and a substantial amount of money,” says Bryant.

The ClearCube solution removes the PC from the desk, condenses it into an Intel®-based PC Blade and rack-mounts it in a centralized data center. All that remains at the user’s work area are the peripherals (monitor, keyboard, mouse) and a small ClearCube connection device called a User Port that supports cable, fiber optic or Ethernet connectivity. The ClearCube web browser-based software also enables remote asset and user management.

“There are a number of advantages to remote management,” says Bryant. “If the system fails, we can immediately swap the user onto a spare PC Blade. Staff moves and changes also take a lot less time – down from 15 minutes to about five. Any downtime for traders is loss of earnings and leaves us vulnerable to sudden market changes. Being able to minimize downtime is a major benefit.”

The Benefit

In addition to providing 99.9% availability, the ClearCube solution also hardened the enterprise’s asset security. Only IT can physically “touch” the PC Blades in the centralized data center, and the User Ports located at the traders’ work areas

do not have disk or CD drives. Users cannot access mass storage devices without IT authorization, meaning that they cannot download sensitive data or upload potentially harmful software.

“We had suffered from a number of hardware thefts in our old building,” says Bryant. “Our PC Blades are now centrally located in a secure communications room that is monitored by CCTV and has a swipe card access. The Blades aren’t going to be stolen, as you can’t use the hardware at home.”

Bryant also notes that the centralization of physical assets has greatly enhanced the protection of Insinger’s network. “All we are doing is distributing computer signals rather than Ethernet capacity to the ClearCube User Ports. So someone can’t walk up, plug a laptop in, and expect to get on our network.”

Furthermore, removing the old box PC from the work area reduces desktop clutter and eliminates PC-related noise and heat. “For the end-user, the computing experience is better than a traditional PC,” says Bryant.

With its 99.9% availability, hardened security, remote management capabilities and small footprint, the ClearCube PC Blade solution has provided European

banking group Insinger de Beaufort with a smart and flexible business computing system.

“Now that availability and maintenance overheads are removed, my IT resources are able to focus on more proactive IT tasks,” says Bryant. “Failover and fixes no longer overwhelm us, and a more business-oriented focus means the department can more effectively contribute towards the bank’s bottom-line. We’ve built a stable and versatile infrastructure, and rather than fire-fighting we’ve moved onto project work.”

“The Blades are in what I would deem to be the best place for them - they aren’t getting kicked, they are in a clean environment, and they are safe.”

**— John Bryant
Manager of Information
Insinger de Beaufort**
