



About Customer

One of the UK's best known insurance brands, Admiral is a true success story. Beginning as a car insurance specialist with just 57 employees in 1993, the company is now a FTSE 100 financial services brand with customers all over the world.

www.admiralgroup.co.uk

Geo

EMEA

Industry

Financial Services

Solution Area

Accelerate Core Applications
Activate Real-time Analytics
Modernize Data Protection

Products in Use

FlashArray™//X
FlashArray//C
FlashBlade®
Pure1®
Evergreen//Forever™
Pure Professional Services

About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloud-like capabilities with superior data protection and business continuity.

www.veeam.com



Admiral Charts New Course for Financial Future

The sheer volume and speed of data in financial services is staggering. Admiral knows this better than most, having grown from a start-up car insurance specialist to a FTSE 100 company in less than 30 years.

The business has long prided itself on putting its customers first and placing data at the core of its operation. But not long ago, Admiral was looking to improve on how it handled and backed up all its data and be in a better position to build on its growth plans as a company. Working with Pure Storage brought this to life, and helped build the foundation for a new period of transformation and growth known as Admiral 2.0.

"With Pure Storage, rate change calculations are 98% faster, giving customers best pricing and improving our chance of listing in the top 10 on aggregation sites."

CHRIS BEVAN,
HEAD OF PLATFORM
SERVICES, ADMIRAL

Impact on Admiral



Promotes agile rate calculations for best customer pricing, every time



Increases digital market share by ranking in Top 10 on aggregation sites



Supports Admiral 2.0 technology-led strategy and net zero by 2040 goal

Challenges



Sluggish storage threatened to slow aggregation site rate calculations



Legacy storage took 24 hours to back up core databases—an untenable risk



Increasing workloads and data growth driving larger footprint and costs

Results



Accelerates rate change time by 98+% for best customer price in minutes



Reduces backup time by 97% and recovery time by 98% to meet standards



Cuts data center footprint by 4X, lowering power consumption and costs

Lightning Fast, Data-Driven Customer Interactions

Data is the beating heart of Admiral. The ability to process and analyze at speed underpins everything from the initial customer contact to the claims process and pricing on aggregator websites.

In fact, the majority of Admiral's car insurance sales come from these sites, drawing a direct link between data processing speed and sales. Because the company can respond to pricing changes in just 20 minutes, it maintains its position in the top 10 ranking on those sites. But this was putting a dent on the company's servers, with storage space becoming a concern.

Compounding matters were increasing workloads and data growth as Admiral added more automation and machine learning capabilities to the business—from chatbot responses for claims to natural language processing so customers could be routed properly over the phone.

With application performance, capacity, and data security at risk, Chris Bevan, Head of Platform Services, knew he needed to act swiftly. "We compete by acting fast in a risk averse industry," says Bevan. "We could not lose that edge."

Tried and Tested Flash Storage

As the end of Admiral's existing storage contract approached, Bevan and his Storage Technical Lead, Barrie Dyer, seized the chance to work with Pure Storage. "We'd been using a Pure FlashArray to run SAS workloads and it was unfaltering," says Dyer.

Pure now meets the storage needs for Admiral in its entirety. Pure Professional Services helped Admiral deploy 12 Pure Storage FlashArray//X systems to quickly integrate and automate its VMware environment and support new products, advanced capabilities, and an ambitious growth and evolution plan: Admiral 2.0. This bold initiative is already transforming the company from an insurance specialist into a tech company that provides financial services—all while pursuing the goal of reaching net zero for carbon emissions by 2040.

In fact, storage capacity is way up thanks to deduplication and compression, enabling Admiral to reduce its data center footprint four-fold and cut power and cooling costs by 74% annually.

Meanwhile, performance has gone up across Admiral's core databases, including Oracle, and applications such as Guidewire and Ratabase, which drives the customer pricing models that allow Admiral to remain so competitive. Pure delivers the processing power needed for real-time analytics that balance the best possible policy decisions for customers with the reactions to market conditions that protect revenues and profits.

"With Pure Storage, rate change calculations are 98% faster, coupled with our competitive price modelling capabilities which allow potential customers to benefit from best pricing whilst also improving our chance of listing in the top 10 on aggregation sites," says Bevan.



"We're partnering with business units and supporting their needs proactively. Pure is a real business enabler."

BARRIE DYER,
STORAGE TECHNICAL LEAD,
ADMIRAL

A Simplicity That Brings Peace of Mind

Using Pure1, the team can forecast, report, and drive decisions that deliver value to both external and internal customers. "We're partnering with business units and supporting their needs proactively," says Dyer. "Pure is a real business enabler."

To address the threat of ransomware and possible business disruption, Bevan and Dyer selected Pure Storage FlashBlade with SafeMode™ and Veeam. It used to take around 30 hours to back up the Oracle databases that underpinned Admiral's vital policy and billing functions. Now, that same process takes less than 40 minutes. This handily meets the recovery point objective standard set by Admiral to ensure adherence to regulatory controls.

Today, every Admiral workload is running across various classes of Pure's storage technology—including enterprise-scale Citrix VDI environments and VMware vVols to archival data and file shares that reside on FlashArray//C. Storage capacity is way up, thanks to deduplication and compression. And, at present, Admiral is using less than half of its new storage space, leaving plenty of room for growth.

An Array of Future Possibilities

With a modern storage infrastructure, Admiral is on its way to realizing its Admiral 2.0 vision of a digital-first, data-driven organization. That includes a budding hybrid cloud strategy and potential use of Portworx for Kubernetes workloads. Pure Fusion is also on the team's radar to help with workload management.

For now, Admiral will save more than 50% on traditional forklift upgrades thanks to a Pure Evergreen//Forever subscription that has already supported several investment-protected, non-disruptive upgrades and reduced the TCO for on-premise storage.

"Pure gives us a scalable, reliable platform for our most critical business applications," says Bevan. "We've got a seamless infrastructure that underpins everything we do—and will do long into the future."

purestorage.com

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