## About Customer

For more than 75 years, South Florida residents have chosen City National Bank to meet their financial needs. It has grown to become one of the state's largest banks while retaining its community values, people-centric culture, and customer focus.
www.citynationalcm.com

## Geo

North America

## Industry

Banking and Financial Services

## Solution Area

Enable Multi-cloud
Modernize Data Protection
Accelerate Core Applications

## Pure Storage® Products in Use

Evergreen//One™
FlashArray//X™
Evergreen Architecture®
Pure Cloud Block Store™

## About Partner

Unified Technologies is a leading IT solutions partner delivering secure and reliable IT infrastructure.

# Community Bank Yields High Storage Returns

As a banking leader with 32 locations and $21 billion in assets, the future for City National Bank of Florida is clear: it's digital and in the cloud. To drive efficiencies and deliver the robust services savvy consumers expect, CIO Ariel Carrion is spearheading a move to a centralized storage solution to replace legacy systems from the bank's acquisitions and moving workloads to the cloud for added flexibility.

The Evergreen//One (formerly Pure as-a-Service) subscription model frees the bank's IT team to focus on more strategic initiatives. In turn, bank employees gain fast, reliable, and secure access to data to provide customers with highly personalized financial offerings.

## Building Tomorrow's Bank, Today

As the banking industry is transformed by the arrival of fintechs and neobanks, City National Bank has seen what works, what doesn't—and it is shaping its own strategy accordingly.

> "We want to be the iconic bank of Florida. Pure gives us the next-generation platform that we need to keep up with the pace and technology demands of our industry."
>
> **ARIEL CARRION,**
> CIO, CITY NATIONAL BANK OF FLORIDA

## Impact on City National Bank

Ability to create highly personalized banking journeys for customers

Improves delivery of a wide range of financial services and offerings

Agility to anticipate and respond to dynamic industry and consumer needs

## Challenges

Bank acquisitions resulted in a decentralized storage environment

Security and regulatory demands took up time and resources

IT couldn't support growing customer expectations for digital services

"In a dynamic banking industry, agility is key to diversifying our services," explains Carrion. "That means understanding our customers' needs and preferences so that we can create highly personalized experiences."

The bank uses data from its primary banking technology partner, Fiserv, to tailor offerings across all digital and in-branch customer touchpoints. To keep delivering services that savvy banking customers expect, CNB needs to remain nimble and innovative in its approach to IT.

"Our goal is to move the majority of our IT environment to the cloud, and automate as much as we can," says Carrion. "The right storage foundation will drive operational efficiencies and free resources to focus on more strategic initiatives."

## Storage that Pays Dividends

As an existing Pure Storage FlashArray customer, City National Bank IT initially worked with Pure to consolidate storage solutions. Next, they converted an existing on-premises array to the Evergreen//One model. Evergreen//One comes with a unified subscription to cloud with Pure Cloud Block Store that enables them to easily and efficiently move workloads to its Microsoft Azure cloud, with help from strategic partner Unified Technologies.

"Unified Technologies and Pure Storage set the foundation for our hybrid roadmap strategy," says Carrion. "They deliver best-in-class solutions to streamline how we manage and protect data, positioning us for long-term sustainable growth that meets market demands."

"Evergreen//One gives us the flexibility to pivot as needed, while being reliable, secure, and easy to manage," says Kris O'Brien, vice president and IT operations manager at City National Bank. The bank already had experience with the agility that the Pure Storage platform can provide them via FlashArray and the Evergreen architecture. For example, the scalable nature of Pure Storage technology enabled the bank to help customers secure Paycheck Protection Program funding quickly during the pandemic, keeping their businesses viable.

Today, the Pure Storage platform supports all the bank's production workloads, including compliance data that meets Bank Secrecy Act requirements. Pure Storage SafeMode™ snapshots provide resilience against ransomware attacks, and the Evergreen Storage non-disruptive model has ensured 100 percent uptime for always-on banking, even during hardware upgrades.

## Investing in Success

Next, the bank plans to use Pure Cloud Block Store to drive further data mobility efficiencies between on-premises storage and the cloud.

"We want to be the iconic bank of Florida," says Carrion. "Pure gives us the next-generation platform that we need to keep up with the pace and technology demands of our industry."