

Equity Trustees is Australia's leading specialist trustee company. It offers a diverse range of financial and fiduciary services to help its private and corporate clients grow and protect their wealth. Since deploying Pure Storage, it has experienced significant improvements in backend database performance; I/O wait times have changed from milliseconds to sub-milliseconds. The success of the deployment means Equity Trustees is now looking at storage as a way to solve business problems. It has opened up conversations around client engagement by leveraging capability for faster data analytics, and potentially by use of artificial intelligence applications.



BUSINESS TRANSFORMATION

Moving to an all-flash environment has resulted in improved IT and business performance with a reduction in storage-related IT issues. Other gains include a reduced data footprint which has eased the strain on networks and backup windows. The simplified architecture has reduced the risk of downtime and made owning and managing storage simple, so the business can focus on providing great service to its extensive client base and accelerating its business.

GEO

Asia Pacific Japan (APJ)

INDUSTRY

Financial Services

“Pure Storage has allowed us to focus on the things that really matter to the business.”

Phing Lee, CTO

EQUITY TRUSTEES ADOPTS ALL-FLASH FROM PURE STORAGE TO DRIVE CLIENT SERVICE AND PROTECT DATA

Equity Trustees was established in 1888 to provide independent and impartial Trustee and Executor services to help families throughout Australia protect their wealth. Through its unwavering commitment to serving its clients, it has established itself as Australia's leading specialist trustee company. It offers a diverse range of services to individuals, families and corporate clients including estate planning and management, trust management, superannuation and corporate trustee services, and responsible entity (RE) services. Its purpose is to always act in its clients' best interests, ensuring they feel safe, valued and cared for.

As a relationship-based, service business, employees require uninterrupted access to client data. From working with grieving families through to assisting fund managers to get their funds into the market, speed and accuracy of information is critical.

Equity Trustees' previous storage solution meant internal resources were spent on managing storage with frequent outages — both of which compromised client service. Equity Trustees required a solution that ensured data was always available, always performing, and always protected — with no performance loss. For Equity Trustees, while the solution had to improve the current client experience, it had to have the future, and the organisation's commitment to digital transformation, in mind as well.

After identifying that all-flash was the future, Equity Trustees decided to take a closer look at Pure Storage.

“Pure Storage is an industry leader and is emerging with new technology such as flash SSDs. The Pure Evergreen™ storage model is also something that resonated with us and was in line with our methodology of investing in and partnering with vendors that have a comprehensive offering, not just point solutions,” said Phing Lee, CTO of Equity Trustees.

Equity Trustees was also looking to trim its data footprint — not only cut costs from power and data centre space, but also ease the strain on networks and backup windows.

“With our previous storage solution we were encountering an abundance of issues and it was particularly heavy in terms of footprint. Pure Storage ticked all the boxes. It is a stable storage solution, easy to manage with a low footprint,” said Akash Mittal, IT Manager of Equity Trustees. “Because of its simplicity and reliability it means we don't have to focus on hiring storage engineers but diverse skill sets which will help support other IT transformation initiatives.”

COMPANY:

Equity Trustees
www.eqt.com.au

USE CASE:

- Database

CHALLENGES:

- Previous storage solution was antagonistic and required specialised skills to run operations.
- Storage performance caused delays in accessing application and files, impacting business productivity.
- Simplify storage by removing complexity and turning it into a capability.
- Reduce data footprint, cut costs from power and data centre space, and ease the strain on networks and backup windows.
- Eliminate storage (spinning disks) from performance bottleneck equations.
- Avoid highly disruptive storage software upgrades and updates.

IT TRANSFORMATION:

- Backend database performance improved significantly, with I/O wait times in sub-milliseconds.
- The backup window improved from almost 2 days to overnight when running full backup jobs.
- No more disruptive and cost-prohibitive SAN upgrades or need for specific IT skills.
- Simplified architecture allows IT team to stay agile in how it manages storage, no matter how quickly the business grows.
- The time spent by IT Team to run operations and troubleshoot issues related to storage is now minimal, allowing the IT team to focus on higher-value tasks.

A TRUE TECHNOLOGY PARTNER

For any IT team, the prospect of adopting a new storage solution can be daunting. It can be time consuming and can put the organisation at risk to either data loss or application outage.

By deploying Pure Storage's FlashArray™//M20 with services integrator Katana1, this challenge was eliminated for Equity Trustees. Katana1's focus is on providing enterprises with access to new age technologies which reduce the IT operational overheads within a business, whilst providing thought leadership on how best to manage, automate and secure an organisation's data.

Katana1's high touch engagement model made it possible to build an effective partnership between Pure Storage and Equity Trustees.

"It's like connecting a massive USB into your network and it's ready to go," said Mittal. "Previously, when doing upgrades we've had to declare outages for entire weekends and to do full test cycles. Our experience with Pure Storage was nothing compared to that. There was no need to advertise any outages. The full migration was seamless and disruption minimal."

A CONVERSATION CHANGER

Pure Storage now underpins the entire Equity Trustees IT infrastructure. The simplified architecture means there are no longer any difficult conversations around storage and performance. The problems that once plagued database applications with underlying SQL performance issues are redundant.

Equity Trustees has achieved significant improvement in backend database performance with I/O wait times being reduced from milliseconds to sub-milliseconds. It has also experienced a reduction in backup window load times which were taking almost two days, to now overnight when running full backup jobs.

"With Pure Storage we have the capability of public-cloud internally. Gone are any conversations around performance and lead times for storage provisioning. A sub-millisecond response time has become standard and those gains come out of the box. It just works without having to pay too much attention to it. That has been the biggest gain for IT," Lee said.

If the business is having any data performance issues, no one points the finger at storage and it can be difficult to explain the full impact of the issues to the rest of the business. With the storage issue resolved and the practical impact for end users in the business clear to see, the conversation can now shift from storage management to other issues.

"Storage should be something that just works and doesn't cost a lot. It should be as simple as plug and play," said Lee. "Pure Storage has allowed us to focus on the things that really matter to the business. It has become a badge for us. If we can get everything else in IT done as seamlessly as we have with Pure Storage, it would remove the shackles from a technology and business perspective."

ENABLING CLIENT-CENTRICITY

As the custodian of more than 50,000 wills dating back to 1888, most of them originally only ever produced in hard copy format, it is logical that the business must find a way to access the wills and their contents more easily and quickly than a physical archive will allow. Today's clients expect it. Moving all wills to digital formats, and having them searchable will create enormous opportunity to better understand and serve the clients

in the will bank. An uplift in storage performance will enable the organisation to access files expediently whilst boosting business productivity. It is expected that Pure Storage will be a part of this service enablement.

“When we used to have outages and storage issues, it stopped us from being able to service our clients,” said Mittal. “As a business, we have a commitment to SLAs in terms of uptime with our core business applications. We’ve haven’t had storage-related issues for uptime since Pure Storage.”

AN ONRAMP TO AI

With a data centric architecture established, Equity Trustees is now able to have more engaged, informed client conversations powered by faster, more flexible access to the data, including the potential to use of artificial intelligence (AI).

Equity Trustees is cognisant that the best AI solutions have the right combination of compute, memory and storage, and is looking ahead to develop existing architecture which can support the demands of an AI solution when it is ready to take that innovation pathway.

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Phing Lee, CTO



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