凱 基 亞 洲
KGI ASIA

**About Customer**

KGI Asia is a Taiwan-funded securities house that provides innovative financial products and diversified services to clients throughout the Asia-Pacific region.
www.kgi.com.hk/en/

**Geo**
APJ

**Industry**
Financial Services

**Solution Area**
Activate Real-time Analytics
Accelerate Core Applications

**Pure Storage® Products in Use**
FlashBlade™
Evergreen® architecture
Pure1®

# KGI Asia Achieves Financial Data Analytics at Speed

As a leading wealth management and asset management company in Asia, KGI Asia aims to offer the best-performing investment and wealth management products to its clients. Data analysis is an essential part of delivering on its mission.

Facing rapid technology change, KGI Asia upgraded its storage system with Pure Storage FlashBlade and Dremio to create a data lake with high performance and reliability. This allows the company to stay at the forefront of the industry by offering innovative financial products and diversified services to clients.

## Turning Data Into an Asset

The financial services industry faces unique challenges when it comes to data analysis. Between massive data growth, budget limitations, and the demands of compliance, organizations need reliable and cost-effective solutions that make it easy to store and access data, as well as the option to analyze it immediately for revenue opportunities or to unleash potential opportunities in the future.

"In the era of intelligence, data is our most critical asset, providing us with a competitive edge. With Pure Storage FlashBlade, we have a reliable and fast storage system that is easy to manage."

**CALVIN CHENG**,
HEAD OF INFORMATION TECHNOLOGY,
KGI ASIA LIMITED

### Impact on KGI Asia

Enables faster analysis of customer database for a greater understanding of customers

Focus resources on delivering timely and relevant financial products

Non-disruptive upgrades support lower total cost of ownership

## Challenges

Databases were distributed across multiple applications

Needs innovative services to stay on the forefront of the industry

Legacy storage solutions offered little oversight and control

## Results

Consolidated data silos in just three months, 3x faster than average

Analyzed critical data in hours, leading to faster time-to-market

Gained a single view of storage infrastructure with Pure1

To meet growing demands, KGI Asia worked with partner Kepro Solutions to build an open data lake on FlashBlade with Dremio as the data lake engine. The new infrastructure combines multiple silos with both structured and unstructured data, making it easily available for analytics pipelines for KGI Asia and its customers.

"In the era of intelligence, data is our most critical asset, providing us with a competitive edge. With Pure Storage FlashBlade, we have a reliable and fast storage system that is easy to manage," says Calvin Cheng, Head of Information Technology at KGI Asia Limited.

## Unlocking High-Performance Analytics

Departments can collaborate with ease using a single, central data platform. Thanks to the power and simplicity of the FlashBlade architecture, KGI Asia consolidated its data silos onto the new platform in just three months, far quicker than the industry average of six to nine months. Pure1® provides a single view to monitor, analyze, and optimize the entire storage infrastructure for even greater performance.

"Pure Storage allows us to complete SQL analyst requests in hours and days instead of weeks and months," says Cheng. "The analytics team can quickly understand customer profiles, such as KGI product coverage, in a single dashboard, which streamlines business operations and supports faster time-to-market for new business applications."

## Preparing for the Future With Technology

With Pure's Evergreen architecture, KGI Asia lowers the total cost of ownership and delivers non-disruptive upgrades, enabling KGI Asia to enjoy years of seamless technology refreshes.

"Pure Storage makes it almost effortless to maintain the data system by eliminating the siloed infrastructure and providing effortless technology updates," says Cheng. "We can now focus on analysis and customer journeys, such as using the new wealth management service 'Sage' to help our clients maximize financial planning through customized investment products and wealth solutions."