

About Customer

YF Life, previously named MassMutual Asia, officially launched its new brand identity in April 2019 after it was acquired by Yunfeng Financial Group Limited. YF Life has been achieving double-digit average annual growth in new individual business over the past two decades, with over \$15 billion being paid out through more than 80 insurance and wealth-management solutions.

<http://yflife.com>

Geo

Hong Kong/
Asia Pacific

Industry

Financial and
Insurance

Solution Area

Database

Products in Use

FlashArray//M
FlashArray//X

Pure Storage Enhances Performance and Reliability of YF Life's Storage Environment While Lowering Total Cost of Ownership

YF Life envisions to become a FinTech insurance company by providing customers with flexible and innovative risk-and-wealth-management solutions and professional services. IT has been a crucial factor in driving YF Life's growth. Storage is a core requirement for the business, underpinning everything from high performance and availability to lowering the total cost of ownership for the company. From an initial success with Pure Storage earlier, YF Life decided to increase its investment in Pure Storage's all-flash storage solutions to support its business expansion with a new core administration system for its over 2,700 consultants.

"With Pure FlashArray, we now have a reliable and fast storage system which is easy to manage. It's almost effortless and provides future seamless technology refresh. We can now focus on innovation, helping our customers make the best possible financial planning for their future."

Daryl Cheng,
Senior Vice President,
Management Information
Systems,
YF Life

Impact on YF Life



High Performance

99.9999% availability, reliable performance and zero administration can be achieved by Pure's FlashArray solutions.



Low TCO

Pure Storage's solutions could preserve YF Life's prior investment with non-disruptive upgrades to next-generation technology. As a result, YF Life saved on re-purchasing, re-licensing and increased maintenance costs.



Effortless Management

YF Life can manage Pure's solutions on a single console even on smartphones. It's almost effortless and provides future seamless technology refresh, while YF Life can now focus on innovation, helping customers make the best possible financial planning.

Challenges



Legacy storage solutions were unable to support business expansion



One of the highest priorities for YF Life is having an infrastructure in place that is capable of achieving a balance between rising costs and the need to invest in innovation



The launch of new core administration system has to achieve zero downtime of business operations

Results

40%

The company has saved up to 40% of overall licensing costs

50%

Running core applications 50% faster

99.9999%

Application uptime has increased to 99.9999%

Pure Storage's All-Flash Gains Trust of YF Life

YF Life is dedicated to using a technology-enhanced approach, offering competitive global insights and insurance intelligence to individuals and families in Hong Kong, the Greater Bay Area, and beyond. As YF Life continues to expand its business, IT, especially storage is a core requirement for business performance and driving growth. A powerful data storage system with high performance, reliability and effortless management is critical to enable the company to stay at the forefront of the industry.

A Future-Proof Storage Solution with High Performance

With legacy equipment, increasing capacity typically results in rising licensing costs and upgrading to the latest technology requires fresh capital investment and forklift upgrades. This was something that YF Life was keen to avoid as it prepared to launch its new core administration system.

In 2016, in order to reduce the undesired operational time for system tuning, automatization and technology refresh, YF Life first deployed a Pure Storage FlashArray//M to replace the legacy hybrid storage system, supporting tier 2 internal systems.

In 2019, YF Life decided to expand its use of Pure with the more powerful Pure FlashArray//X together with Purity ActiveCluster replication solution. YF Life has since shifted its core tier 1 applications to the new platform, in particular its new core administration system.

New Core Administration System powered by Pure's FlashArray

The FlashArray//M supported the company's tier 2 internal systems and dramatically reduced operational time for system tuning, automatization and technology refresh, while applications ran 50% faster and the reduced footprint saved the company four times the storage space, which in turn also led to greatly reduced power consumption.

By deploying a new core administration system with FlashArray//X, YF Life could preserve the prior investment with non-disruptive upgrades to next-generation technology. With the implementation of Purity ActiveCluster together with FlashArray, YF Life enhanced system availability and user experience for 2,700 agents. ActiveCluster supports active-active data centers, providing synchronous replication and automatic transparent failover between YF Life's two data centers with zero downtime.

System availability is also achieved through the predictive support from an AI-driven Pure1, which demonstrates how to deliver storage management and support that was effortless, intelligent, and frustration-free in a better way. Pure is able to predict any potential issues and flag them to YF Life before they disrupt business operations.

Ease of management has proved to be one of the key advantages of Pure Storage. FlashArray solutions require less time and manpower for daily management and system maintenance, and free up the IT team to work on more strategic priorities and new applications.

Looking Forward

YF Life IT team is extremely satisfied with what Pure Storage has delivered in the new solution adoption. Looking ahead, with plans to extend and/or add new business service applications such as container implementation and cloud backup in the future, Pure Storage will be seen as the main storage vendor that can scale alongside a growing business.

purestorage.com

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