

SOLUTION BRIEF

Enhance Financial Services with Bare Metal as-a-Service, Powered by Pure

Leave the past, meet the present, and seize the future with Bare Metal as-a-Service, Powered by Pure.

When it comes to new technology adoption, the financial services industry is making the move to more flexible, cloud-like solutions. The emergence of fintech innovators and digital savvy consumers has changed the equation, making it imperative to find answers that both meet the needs of complex legacy infrastructure and deliver speed and agility in a highly competitive and fast-paced environment. Bare Metal as-a-Service (BMaaS), Powered by Pure delivers structure, performance, the best attributes of public cloud, and software to meet the past, present, and future needs of financial services.

What is Bare Metal as-a-Service?

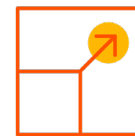
BMaaS offers the attributes and functionality of data center-hosted servers in one comprehensive package that includes many positive attributes of a public cloud service. As opposed to the multi-tenant virtual machines in a standard cloud offering, BMaaS delivers dedicated physical servers as a full stack, hosted, on-demand solution. BMaaS provides a complete solution in which the procurement of hardware, software, deployment, support, optimization, and lifecycle management services are all handled by one vendor, under one contract.

BMaaS provides the best of both worlds with certainty, control, and performance on par with an on-premises data center combined with the speed, flexibility, scalability, and cost-effectiveness of the cloud.



Performance

Premium-level performance outside the confines of an on-premises data center



Scale

The flexibility and scalability of cloud-like resources at the speed of software



Analytics

Access advanced AI and analytics capabilities to drive enhanced insights and innovation



Security

Integrated security and application deployment with a central point of control

Whether it's past, legacy on-premises processes and applications; present high volume, data driven applications; or future challenges such as cloud native and next-gen technologies and processes, Bare Metal-as-a-Service, Powered by Pure provides a solution that does not force you to fit the cloud, but allows you to make the cloud fit your business.

BMaaS for the Financial Services Industry: Manage the Past, Seize the Future

The financial services industry (FSI) is a high-stakes business that is changing rapidly. Legacy systems constrict innovation, but generic public cloud solutions have limitations that can make them unsuitable for FSI. Bare Metal as-a-Service address these complex needs.

Past: Technical debt and regulatory obligations. The financial services industry has a data center problem. By some estimates, 45 of the top 50 banks rely on mainframes for [core banking functions](#), and while cloud will be an important part of their future, BCG estimates that financial institutions utilize public cloud for no more than [15% of their core workloads](#). As a result, newer approaches are hamstrung because they need tools, speed, and flexibility that existing data centers can't meet. Further, regulatory requirements, such as data sovereignty and residence, often set strict benchmarks that carry high monetary and reputational risks. These must be addressed in a new, hybrid environment.

Bare Metal-as-a-Service, Powered by Pure addresses these concerns by providing dedicated hardware and infrastructure, so that FSI customers keep the level of oversight and control that are dictated by either regulation or strict performance standards while simultaneously tackling technical debt.

Present: Delivering performance for high frequency trading and risk. The financial world needs solutions that can deliver data center-level performance along with the flexibility and scalability of the public cloud. Increasing obligations for near real-time assessments of risk, such as Know Your Customer (KYC), anti-money laundering (AML), or fraud, are often mandated by regulation and are becoming a "must-have" for all types of enterprise risk. In another vein, trading opportunities are both more sophisticated and short-lived, necessitating direct access to resources that provide the ability to capture fleeting opportunities for alpha.

BMaaS meets these requirements and opportunities with an array of best-in-breed storage technologies that provide the same direct connection as servers in a data center. Additionally, BMaaS can provide deployment in close proximity to matching engines, data sources, or other workloads "on the edge." In terms of performance, it can support thousands of parallel jobs without storage saturation and can effectively scale up to 8PB without performance disruption.

Future: Success in AI and ML. Advanced capabilities, such as artificial intelligence (AI) and machine learning (ML), are creating opportunities to unlock the power and possibility of data and insight. Fintech disruptors are built upon these capabilities; the new products and services that drive future innovation will require the same power and flexibility.

Bare Metal as-a-Service, Powered by Pure provides a technical stack at scale, speeding the deployment of infrastructure and unifying the management and operation of resources. This shortens the time to innovation and frees up resources to pursue critical business outcomes. In addition, costs can be rationalized while security is increased, creating positive returns in all facets of an operation.

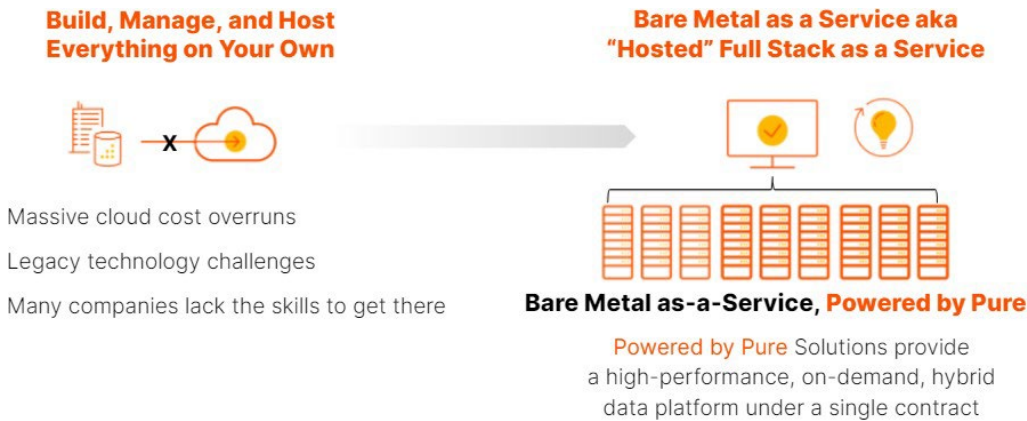


Figure 1: Bare Metal as-a-Service, Powered by Pure

Bare Metal as-a-Service delivers the public cloud adjacency, data aggregation, and IT services that fuel sub-millisecond latency, great flexibility, and fantastic application performance.

Make the Switch

Bare Metal as-a-Service, Powered by Pure enables you to switch to a flexible and scalable as-a-service IT infrastructure in five key ways:

- Provides a single tenant, highly secure, and fully interconnected bare metal infrastructure to meet FSI security and performance standards in one platform, and all at the speed of software
- Enables a powerful cloud journey that addresses past, present, and future technology challenges
- Delivers high-performance, best in class, and cost-optimized cloud edge storage for hybrid cloud to meet the varied needs of financial services
- Meets existing FSI requirements for native virtualization capabilities, including full block, file, and object storage for VMware, Hyper-V, and KVM environments
- Enables cloud-native container storage and orchestration on high-performance, cost-optimized, bare metal infrastructure

Additional Resources

- [Schedule a demo](#) of Bare Metal as-a-Service, Powered by Pure.
- Learn more at [Bare Metal as-a-Service, Powered by Pure.](#)
- Find out how Pure Storage® enterprise-class data solutions [accelerate financial services.](#)

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