Credo Group (U.K.) Limited
IBM BladeCenter Implementation

About Credo

- Personalised wealth management

- Independently owned

- Founded in 1998

- Offices in London, Geneva, Bermuda, Johannesburg and BVI

- Staff of 60

- Assets under management in excess of £800m

- FSA and Swiss regulated

- LSE member

Our services

- Asset Management

- Stockbroking

- Property

- Private Equity

- Fiduciary Services

SME IT challenges

- Do not have the same time and resources as large firms

- Higher risks associated with projects

- Subject to the same regulation and macro economics as large firms

- In a post credit crunch market perception is reality – availability is key

- Make the IT investment budget stretch further

- Use IT as a means to differentiate from competitors

Credo software infrastructure

• Credo is a Microsoft shop

• Windows Server 2003/8

• Exchange 2003

• Symantec Vault / Backup Exec

• SQL Server 2005

• BizTalk

• Advent – Order Management , Portfolio Accounting and Reporting, Risk

• SalesLogix – CRM

• Connectivity to third parties and partners, various real time feeds

• In-house applications – C# and ASP.NET

Credo IT investment history

• Started off very small and grew organically from years 1-5

• 2004 first complete renewal of servers - HP DL360 and 380 racked servers

• Since then growth has been organic

• Left us with 4 racks with a mix of rack mounted, free standing and desktop machines being used as servers

This created various problems:

Power failures, disk failures, backup failures, DR implementation difficulties, lack of flexibility and performance, no redundancy

Investment criteria and process

• COST – stretching our investment

• Taking a long term view - renewable environment versus evolving ecosystem

• Virtualisation

• Ease of migration

• Easy DR implementation

• Performance

• Approached IBM and HP

• 2 Resellers Northdoor and Connect Systems

• Critical decision factor was cost and; backwards and forwards compatibility of the IBM Blades and
BladeCenter which was strongly aligned to stretching our IT investment

Implementation process

New racks:

•Live: 2 X BladeCenter H chassis(Production network, DMZ), 12 HS 21 Blades(4 physical rest virtual)

•DR: Single BladeCenter H chassis, 9 HS21 Blades

•Brocade 4G fibre channels to SAN

•SAN 2 X DS3400

•1G Cisco switches

•Full migration of all servers took 3 weeks

•Moved from 20+ physical servers to 11 Blades in live and 9 in DR

Outcome and benefits

•Rationalised comms room (Power, monitoring, space, redundancy, failover)

•Increased application performance

•Increased flexibility – IT solution delivery to business

•Increased uptime

•Quicker and more focused problem resolution

•Experience of IBM – No off button on a BladeCenter

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