

Hewlett Packard Enterprise



Objective

Accelerate time-to-value and ensure availability and reliability of trading appliances for the financial industry

Approach

Leverage the HPE OEM program to accelerate delivery of highly available, reliable trading appliances for investment banks and brokerage houses to meet stringent SLAs

IT Matters

- Delivered highly available, reliable infrastructure solutions to meet stringent SLAs
- Ensured increased performance and reliability for high-volume stock trading systems
- Reduced support requirements with repeatable, streamlined installation, set up, and testing

Business Matters

- Accelerated time-to-value from 8-12 weeks to 2-3 weeks
- Reduced installation and set up costs by US\$30,000-\$40,000 per system
- Differentiated solutions vs. white box platforms with superior reliability and global support

N2N Connect ensures availability of online trading systems as an HPE OEM partner

HPE infrastructure builds confidence and accelerates time-to-value for investment banks and brokerage houses



Incorporated in 2000, N2N Connect markets its integrated securities trading solutions to stock broking firms and investment banks. As an HPE OEM partner, N2N Connect is able to accelerate time-to-value with a predictable supply chain for infrastructure with the availability, manageability, and serviceability they need to meet their SLAs and ensure their clients' trading ability.

"Our customers rely upon our systems to trade directly with exchanges in Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, and Thailand," says Nicholas Chua, Business Operations Director of NGN Connection— N2N Connect's systems integrator subsidiary. "With stock trading, volumes are huge and any downtime during trading hours can result in massive losses for our clients."

N2N Connect is an applications service provider (ASP) for the e-commerce and m-commerce segments of the financial industry. Their online trading platform facilitates over two thirds of Bursa Malaysia's (MYX) trades, and offers the only unified platform for investment banks and brokerage houses to execute and monitor trades on the Philippine Stock Exchange (PSE).

“We chose HPE as our sole OEM partner because of their investment in R&D, the quality and reliability of their products, the availability of global support, and HPE’s long-term strategy, product roadmaps, and commitment. We don’t have to worry about HPE divesting their server interests or changing their storage strategy based on acquisitions as is the case with other vendors.”

– Nicholas Chua, Business Operations Director, NGN Connection

Overcoming sourcing and compatibility challenges

As the systems integrator, NGN Connection is responsible for ensuring a secure connection between trading partners and each exchange. N2N Connect’s trading platform is installed in each investment bank and brokerage house, providing a direct market access (DMA) gateway for automated order taking and algorithm trading. The solution increases employee productivity and operational efficiency, and reduces capital expenditure through a cloud-based, pay-per-use model with each system managed remotely from N2N’s data center in Malaysia.

“Before we became an HPE OEM partner, each client would be provided with specifications for sourcing and ordering their own hardware,” explains Chua. “Once it arrived on site—sometimes after eight weeks or more—we would fly out a team of project managers, hardware engineers, and application specialists for a couple of weeks to configure the system, install the software, and test it.”

“But when clients sourced their own servers they often acquired different components from different vendors,” adds Chua. “We often faced issues with compatibility, reliability, and serviceability with both white boxes and other vendor’s hardware. That made it difficult for our engineers during the install and test phase, and also caused complications when we ran into support issues since we would have to get multiple vendors involved.”

Ensuring reliability and support

“Under our OEM partnership with HPE, those issues no longer arise,” continues Chua. “We now have just four configurations to support based on HPE ProLiant DL380 and DL580 Gen9 Servers, HPE StoreVirtual 4000 and 3PAR storage, and HPE PCIe Workload Accelerators. We do all of our installation, set up, and testing in-house, and then ship the pre-configured trading appliances to our clients wherever they may be. We’ve reduced time-to-value for our clients from 8-12 weeks to just 2-3 weeks. It also saves US\$30,000-\$40,000 on each deal since we no longer have to fly out a team to set up each system.”

Customer at a glance

Application

- Online trading platform

Hardware

- HPE ProLiant DL380 Gen9 Servers
- HPE ProLiant DL580 Gen9 Servers
- HPE StoreVirtual 4000 Storage
- HPE 3PAR Storage
- HPE PCIe Workload Accelerators

HPE Services

- HPE Proactive Care

“We chose HPE as our sole OEM partner because of their investment in R&D, the quality and reliability of their products, the availability of global support, and HPE’s long-term strategy, product roadmaps, and commitment,” states Chua. “We don’t have to worry about HPE divesting their server interests or changing their storage strategy based on acquisitions as is the case with other vendors.”

“We now have a predictable supply chain with factory integration which ensures compatibility and increases reliability,” expands Chua. “Set up, installation, and testing is streamlined, and support simplified since we only have one number to call for end-to-end support with HPE Proactive Care. And if there is a problem which requires an engineer onsite, we only need one support person instead of one for each vendor involved. This makes our clients happy since they only have to liaise with one person instead of many; and it eliminates finger pointing since HPE takes responsibility for the entire infrastructure.”

Creating a better customer experience

“Our clients rely on us to make sure that their systems are up and running during trading hours,” says Chua. “Before choosing an OEM partner, we did extensive testing on a variety of vendor systems and configurations. Only HPE successfully met the required performance and reliability thresholds. With HPE as our OEM partner, we’re confident that we can meet our SLAs by providing the availability, manageability, and serviceability that our clients demand to meet the needs of their business.”

Chua sums it up: “Our OEM relationship with HPE has made a huge difference to our business. We now have the supply chain and global support that we need to simplify our business and give our clients confidence. It accelerates time-to-market for us when we bring out new products, improves time-to-value for our clients, and reduces risk all round. In addition, my engineers now have confidence in their ability to support our end-to-end solutions from the low-end all the way through to the high-end.”



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