



About Customer

Alistithmar Capital (ICAP) is a leading brokerage and financial services company that empowers its clients to manage their assets and investments in a volatile market by supporting them with an ethical, managed-risk, and cognizant approach to investment management.

www.icap.com.sa

Geo

EMEA

Industry

Financial Services

Solution Area

Accelerate Core Applications
Modernise Data Protection

Pure Proves to Be a Sound Investment for Alistithmar Capital

There are few industries where the adage 'time is money' holds as true as with financial services. With mere milliseconds determining whether its customers gain or lose money, Alistithmar Capital (ICAP) can't afford any application performance issues or downtime.

So, when the shortcomings of ICAP's aging storage solution became one of the hindering factors affecting application performance acceleration, ICAP switched to Pure Storage and realized performance improvements described as 'simply incomparable'.

"It's rare to find a vendor that can deliver exactly as promised before the sale and provide real value for our investment. I have no doubt Pure Storage will be our storage partner for the future."

**ALISTITHMAR CAPITAL
IT TEAM**

Impact on ICAP



Improves performance and availability of brokerage platform



Supports long-term service innovation roadmap



Ensures customers always have up-to-the-millisecond data

Challenges



Reputational risk due to legacy storage performance that did not meet expectations



Legacy storage required significant management overhead



Needed a platform to support the introduction of innovative services

Results



Delivers significant improvement in application performance



Frees valuable IT resources to focus on innovation



Delivers a 3.5:1 storage ratio

Taking Stock of Storage Issues

ICAP facilitates thousands of real-time trades daily. According to ICAP, “If our trading platform is inaccessible, our clients could potentially lose money. The stakes couldn’t be higher.”

This meant the performance issues and downtime caused by the legacy storage solution could impact the organization’s reputation and customer retention. The company recognized it was time to invest in a modern storage solution.

Flash Transforms Application Performance and Availability

Although ICAP’s incumbent storage vendor provided significant discounts, TCO analysis showed that Pure’s comparative offering would save 20%. Pure Storage’s performance was the deciding factor. According to ICAP, “The technical evaluation was incredible, and as we place performance above all else, we upgraded our Pure subscription to gain free upgrades every three years. The appliances were shipped in under 30 days and support our ESG goals as they required rack space of just 2U.”

While ICAP expected a storage ratio of 2:1 for ICAP’s new storage infrastructure, Pure assured a 3:1 ratio. “In reality, it’s a 3.5:1 ratio. It’s rare to find a vendor that can overdeliver,” says one IT team member. “I expected 50% storage utilization but was pleasantly surprised to see we’re at just 22%.”

Working with Pure Storage, ICAP saw significant performance improvements in their systems, leading to very positive feedback from customers and employees. Pure’s incremental snapshots have helped reduce backup windows and bandwidth requirements while ensuring resilience with up-to-the-millisecond data if there’s ever a disaster.

With Pure Storage offering better management with fewer resources from a single pane of glass, the IT team no longer needs to spend time on storage management. “I have a sense of priority — it is exceedingly rare to find a vendor whose support is as prompt and professional. Pure Storage has even proactively opened and addressed tickets before we were aware of any issues.” says one IT team member.

Pure Storage, a Long-Term Innovation Partner

Working with Pure Storage, ICAP feels prepared to support any new innovations for the company. “I have no doubt Pure Storage will be our storage partner for the future.”

purestorage.com

800.379.PURE

