

# LABOUCHERE

## Unisys ES7000 servers gaining interest in The Netherlands

**UNISYS**



**Challenge:**

*Regain control of a 250-server environment, gain greater scalability, reduce total cost of ownership, and give online investors more reliable access.*

**Solution:**

*Consolidate 90 percent of the bank's server infrastructure onto eight Unisys ES7000 servers.*

**Benefits:**

*Provide five times the number of clients with real-time responses and guaranteed business continuity, reduce the bank's total cost of ownership, and guaranteed 99.95 percent server uptime.*

Investors hold a tighter grip on their securities and investments than in the past when they anxiously awaited stock quotes in their daily newspapers and endured the inevitable game of stockbroker phone-tag. Today, electronic stock brokerage provides real-time monitoring and trading services to public and private investors through immediate access to up-to-the-minute quotes, research reports, and help with financial transactions.

Labouchere, an e-trade leader ranked number one in its class by Dutch research analysts in 2000, offers international investment banking and corporate finance services for major institutional investors, private banking, and equity leasing services for individual investors. This high-profile bank takes an aggressive stance in the European marketplace and constantly seeks new ways to improve and grow its business to maintain its superior customer service reputation. Labouchere's "Alex.nl," a popular Web-based securities ordering system, enables online trades with all European bourses and major U.S. stock exchanges, such as Euronext and Nasdaq. Alex.nl is one such business improvement strategy whose success has skyrocketed since its launch.

**Resilient servers for wobbling stock quotes**

"The exponential business growth we experienced since creating Alex.nl triggered us to buy several servers a month — sometimes up to fifteen!" remarks Bart van der Vlis, Executive Director of Information and Communications Technology at Labouchere. "With the number of servers we acquired each month, less and less time could be allocated to maintaining each machine, resulting in unequal data storage levels and increasingly difficult disaster recovery."



## **"Unisys has a longstanding history in the mainframe area and close partnerships with Microsoft and EMC."**

"The Alex.nl Web site must be a consistently dependable, highly available resource despite the stock market's fluctuations. It must also guarantee real-time responses and high levels of uptime to our customers," says Bart. Labouchere needed to gain control of its high-traffic, 250-server environment to reduce its total cost of ownership and allow ample leeway for future business growth. The firm concluded that it could achieve these goals by consolidating 90 percent of its internal processing and e-brokerage servers.



### **ES7000 skyrockets e-brokerage success**

Bank Labouchere first experienced the benefits of the Unisys ES7000 last year when it consolidated over 30 Windows NT based applications onto a single, 32-processor Unisys e-@ction Enterprise Server ES7000 running Microsoft Windows 2000 Advanced Server. The bank's immediate satisfaction with the successful deployment of the Unisys and Microsoft solution prompted it to purchase seven more ES7000 servers.



The ES7000's Cellular MultiProcessing (CMP) architecture and partitioning capability, which enables administrators to create "servers within a server," was of major importance to Bank Labouchere because it needed to run both UNIX and Windows 2000 Advanced Server concurrently on a single machine. "Deploying separate servers for various applications is what caused our IT environment to become slow and hard to handle," comments Van der Vlis. The bank was also able to integrate the two operating systems into an EMC storage solution to speed disaster recovery, as well as enable users to access Microsoft Exchange, Microsoft Office, and an Oracle database.



"Power and speed are also two crucial factors that determine our place in the fiercely competitive electronic brokerage market. The more servers we have, the slower we run our business," continues Van der Vlis. "Customers no longer tolerate response times of more than 3 seconds, and Unisys technology breaks through



this barrier by offering virtually instantaneous responses for an indefinite number of requests."

### **Long-term growth outweighs the short-term**

The overnight success of Alex.nl is not expected to wane anytime soon. In fact, Labouchere predicts that it will experience five times the number of hits on its Web server as efforts to extend e-brokerage services to Belgium, Spain, and other European countries are under way. The CMP-based ES7000 makes this an achievable goal with its ability to scale upward along with business growth.

"With Unisys technology, we can focus more on our overall business goals and less on the upkeep of our internal processing and e-brokerage environments — no matter how many users we have online at any given time," says Van der Vlis. "And at minimum cost too — we're reducing our total cost of ownership by 35 percent!"

The integration of Windows 2000 with Unisys hardware has been very successful, but this reflects the cooperative nature of the relationship among the companies involved in the project. As Van der Vlis notes, "Unisys has a longstanding history in the mainframe area and close partnerships with Microsoft and EMC."

"Unisys technical consultants truly understand our organization's needs and have a knack for devising a personalized plan of action that integrates our company's core values in the implementation of a complete solution. We improved our business by trusting Unisys and, as a result, our customers are trusting us more and growing our business."

*Learn more about the Unisys ES7000 at:*  
**[www.unisys.com/es7000](http://www.unisys.com/es7000)**

*Visit Labouchere on the Web at:*  
**[www.labouchere.nl](http://www.labouchere.nl)**

*Visit Alex.nl on the Web at:*  
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