



# Does the way YOUR business stores data deliver true competitive advantage?

**In a sector vying for customer attention and wallet share, it's vital for financial businesses to adopt cost-effective, easy-to-access ways to capture and store data.**

The financial services sector is in good recovery from its near global meltdown just a few years ago. It's an industry that has revolutionised itself, responding to the necessary imposition of stringent regulatory, compliance and risk management requirements.

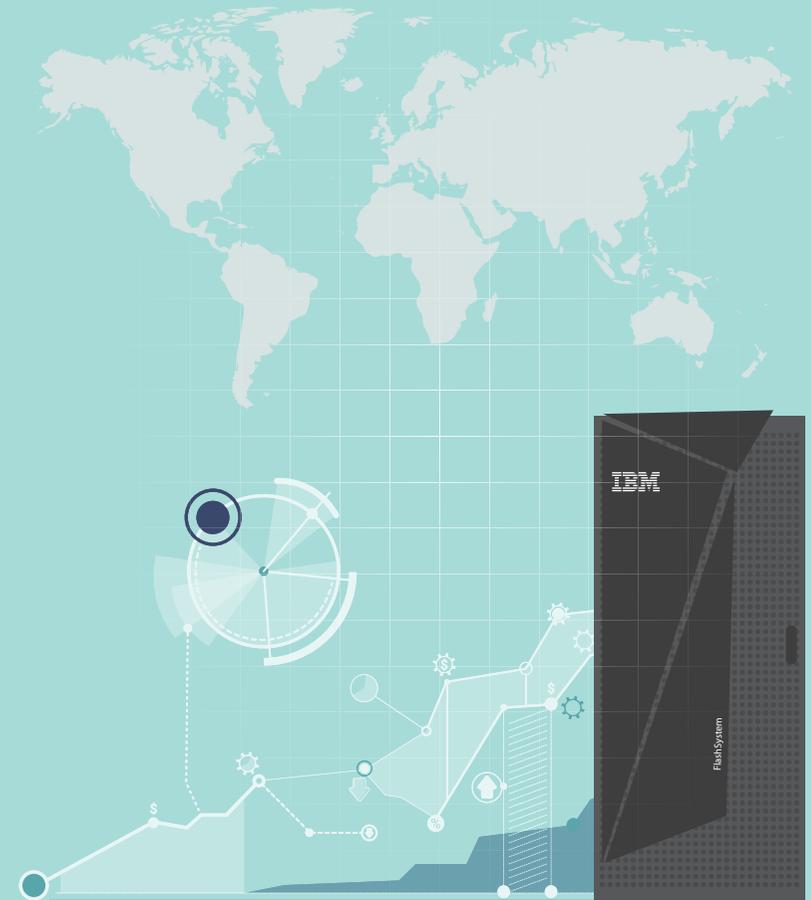
Whether in capital markets, commercial, retail banking or insurance, financial services institutions are making the move from reputational damage to warmer consumer and market confidence.

However, data management regulations remain strongly in place, and with the advent of GDPR, rules governing the capture, use and overall storage of data will offer very robust challenges. In a sector looking to maximise the value from its existing businesses while creating new revenue streams, the pressure is on.

With a staggering amount of global transactions every second, this is an industry as diverse as it is wide reaching. Today's financial services sector has access to a greater volume and variety of data than ever before. How is data captured in its many formats, how is it stored and importantly, how is it best used as a powerful business tool?

The right IT resources will enable financial enterprises to harvest, store, extract and analyse data affordably, whilst keeping within the law. Importantly, intelligent solutions can enable businesses to sell more to people and organisations ready to buy from them. Advanced technologies such as Software Defined Storage (SDS) and Hybrid Cloud Storage could be the answer.

**As we move through the millennium, thriving, not just surviving is key. Let's examine how organisations within the financial services sector can stay ahead of the competition through an intelligent, flexible way to capture, store and utilise data.**



# Does Your Organisation's Data Storage Pay Its Way?



## The financial services sector has come a long way, but is it now fit for a digital, data-driven economy, with big data ready to play an integral part in its growth?

Now is the time for financial services organisations not only to capitalise on information technology, but also to securely ring fence their data compliance.

Capturing and using big data intelligently optimises the analysis of behavioural and purchasing trends. Implemented wisely, the results can be impressive. While keeping costs down, organisations benefit from time and efficiency improvements and of course, healthier profits.

In recent years, non-traditional high profile financial technology companies such as PayPal and Apple have stolen a march on their more old-fashioned counterparts. With an astute understanding of client expectations, these new payment spaces use cutting edge machine learning to harness big data. Real-time data analysis and converged data platforms have, it seems, won the day.

## GDPR. A massive change in data protection law. Is YOUR business compliant?

May 2018 heralds important new EU legislation: GDPR (General Data Protection Regulation) will impose stringent rules on the control, movement and storage of consumer data, requiring action from every financial services business. Legislation breaches could impose penalties of as much as 4% of global annual turnover.

- A government-led study in January 2018 revealed that only 38% of businesses were even aware of GDPR. Whilst the financial services sector fared slightly better,

many commentators think that banks and other related institutions will be the first to come under the scrutiny of compliance auditing.

- The “right to be forgotten” is key to GDPR, with every EU citizen entitled to request access to, or the removal of personal data. Referred to as data portability, the financial services sector will therefore need to have strong data tracking and data inventories in place.
- As data is constantly shared through multiple IT applications, there must be clear procedures in place for its handling.

In a more general sense, this sector uses customer data to enhance decision making and marketing, compliance and regulatory requirements, risk management and fraud detection. Therefore, cost-effective storage solutions are, and will remain at the highest levels of importance.

All things financial touch our lives every day. Whether corporate or consumer, client expectations are high.

**Your organisation requires credible answers to questions regarding resilience, transaction reporting, loan security, risk assessment and customer satisfaction. The right IT resources can store, analyse and extract best-value (and compliant) results from your data.**

**Read how, while remaining legally compliant to all current restrictions, you'll be able to make the all-important transition from suitable to superlative.**

# Introducing IBM Spectrum for the Financial Services Sector

In a competitive, constrained industry sector in need of growth, IBM Spectrum offers the technology to help you gain a competitive advantage.

IBM Spectrum is a comprehensive, powerful range of Software-Defined storage solutions that aims fully to meet and exceed your data storage needs.

This product suite offers highly efficient data capture management and storage capabilities, as well as almost infinite scalability and flexibility. And, it's modular. With an ability to leverage your existing or legacy storage structure, you could benefit from impressive cost efficiencies.

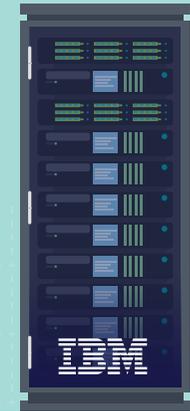
IBM Spectrum is the intelligent storage solution with high level cognitive capabilities.

- Easily handle all varieties of data, both structured and unstructured
- Simplify storage management in a secure and reliable environment
- Storage virtualisation enables data to be moved between locations for maximum efficiency
- Manage readiness for GDPR with the platform and tools to help safeguard data wherever it resides

*"GDPR represents a massive change to data protection, perhaps the biggest development in the last 20 years. I'm delighted not only that the Spectrum suite of products can help support organisations' compliance needs, but that it also offers solution that's cost-effective, flexible and scalable.*

*We also know how important data is to every business and how it enables good strategic decisions. IBM Spectrum simplifies data storage management, ensuring that it's managed and used as the vital powerful development tool it truly is".*

Dino Cooper, CEO of Viadex, the leading global reseller of IBM Spectrum



50%

**IBM Spectrum Control**

Analytics-driven data management to reduce costs by up to 50 per cent

5x

**IBM Spectrum Virtualise**

Virtualisation of mixed environments stores up to 5 times more data

38%

**IBM Spectrum Protect**

Optimised data protection to reduce back up costs by up to 38 per cent



**IBM Spectrum Accelerate**

Enterprise storage for cloud deployed in minutes instead of months

90%

**IBM Spectrum Archive**

Fast data retention that reduces total cost of ownership for active archive data by up to 90 per cent



**IBM Spectrum Scale**

High-performance, highly scalable storage for unstructured data

# The IBM Spectrum Product Family

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With no dependencies on the underlying physical storage hardware, IBM's suite of software-defined storage products offers unparalleled quality for your practice.

With a consistent user interface and structured specifically to meet changing storage needs, including hybrid cloud, IBM Spectrum is an ideal tool for business growth.

Establish your policies and criteria, then let the cognitive capabilities within IBM Spectrum monitor, collect and analyse the data you need.

*IBM Spectrum. A fully integrated approach. How will IBM Spectrum benefit YOUR financial services business?*

# Why choose IBM Spectrum?

Drawing from a long tradition of innovation, IBM Spectrum Storage offers your business premium quality machine learning functionality. This is agile, flexible data storage for the modern age, representing a new way to gain real value from the information within your organisation.

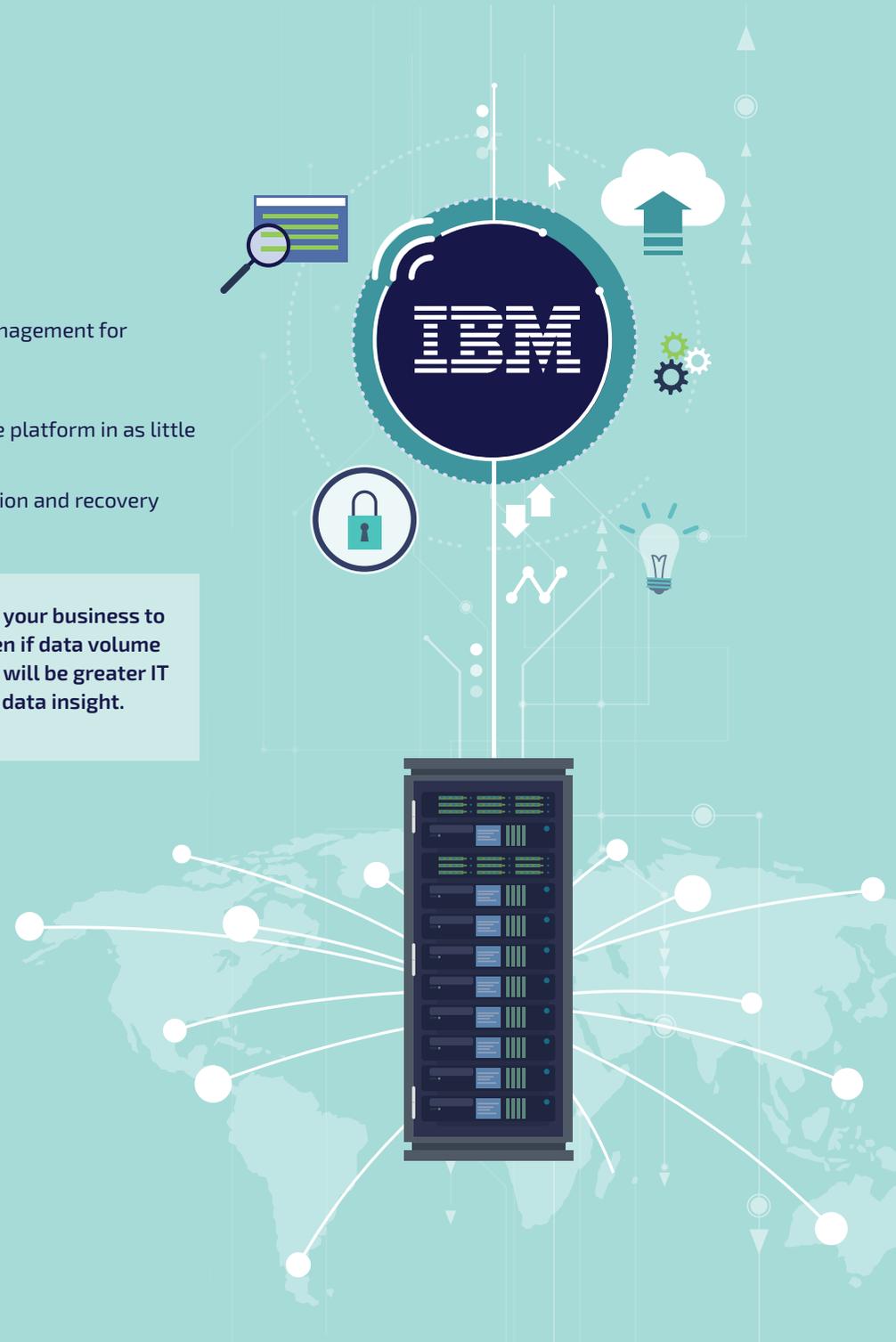
Traditional storage headaches, manual systems management and the costs associated with explosive data growth are now a thing of the past.

This is sophisticated, streamlined technology to enable your IT team to manage data where they want it, and how they want it.

- A comprehensive storage system to monitor, automate and analyse your data
- Platform "agnostic", supporting a wide range of platforms and frameworks
- Full data analysis capacity to support strategy or business decisions
- Retrieve data quickly and easily, whenever you need to
- Tools to enable IT staff to perform standard routine administrative tasks from a single application
- Policy-driven automation and tiered management
- Manage readiness for GDPR with the platform and tools to help safeguard data wherever it resides
- Fully scalable to meet the size and needs of your business

- Efficient storage infrastructure management for traditional, virtualised, cloud and SDS environments
- Employ an enterprise cloud storage platform in as little as 30 minutes
- Advanced data protection, restoration and recovery

**Software-Defined Storage enables your business to scale and accelerate analytics, even if data volume increases – which it will. The result will be greater IT agility, productivity and better data insight.**



# Why Choose Viadex as your IBM Business Partner?

## Viadex is a leading reseller of IBM Spectrum technology in Europe.

We specialise in helping organisations maximise budgets and resources through best-in-class deployment of IBM technology, saving clients time, hassle and money.

With over 17 years' commercial and technical experience, we offer a full range of IT consultancy, design, supply and implementation and support services to businesses throughout the world.

Notwithstanding the challenges faced within the financial services sector, we recognise that every business is unique. Therefore, we take the time fully to understand the exceptional and distinctive commercial circumstances that affect your organisation, as well as your aims and objectives. With strong vendor partnerships and a fully trained technical team, we can create and deliver customised solutions to simplify your IT infrastructure, supporting your technology solutions around the globe.

**Viadex understands the value and power of IBM's products.**

And, our team is available to meet and monitor your IT needs 24 hours a day, 7 days a week, 365 day a year.

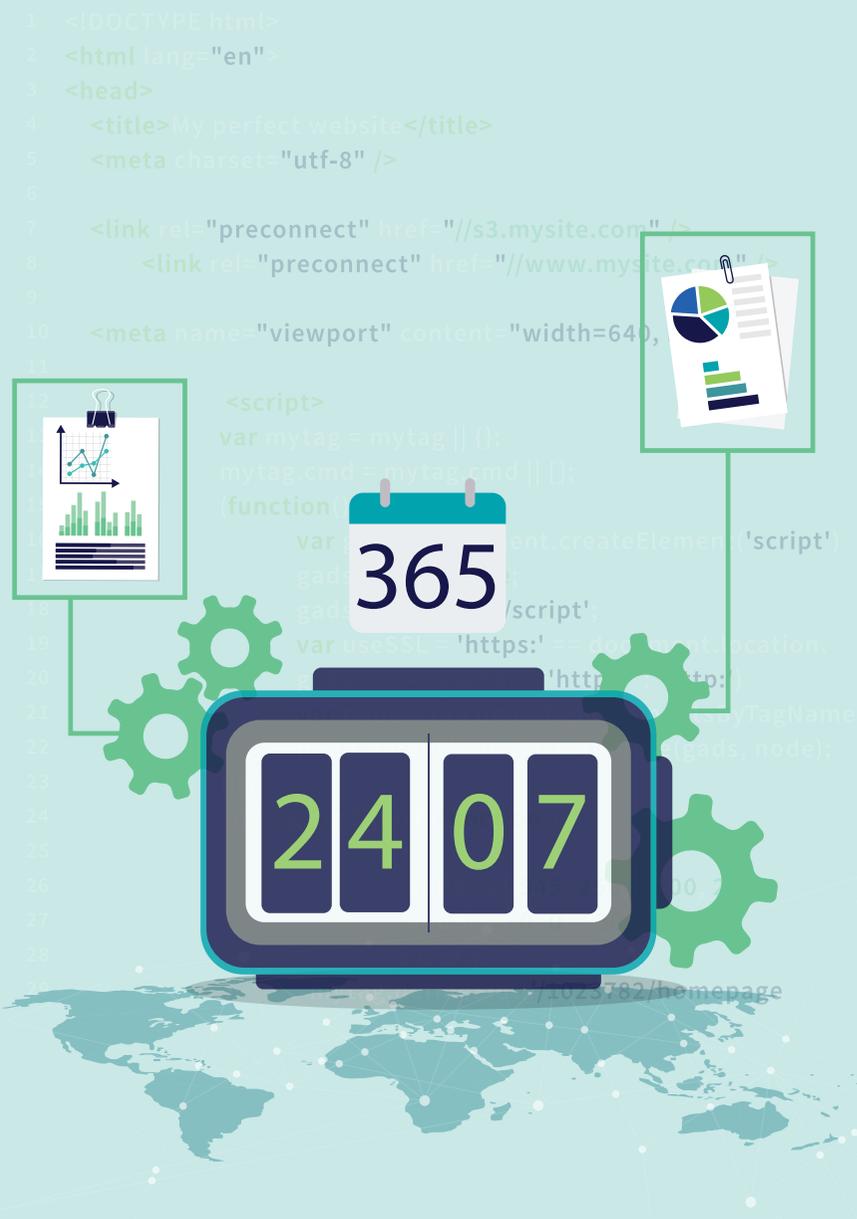
We can provide:

- The widest selection of cost-effective IT solutions from a fully-accredited and vendor-independent supply and support partner
- One global cost structure, wherever you are
- Expertise and in-depth knowledge of vendor channel programmes, rebates and end of quarter offers to ensure alignment of expectations and budgets
- Reduced administration and supply chain management costs

**Viadex can help you to maximise the performance of IBM Spectrum, adding value to this powerful suite of products and enabling your business to focus on your customer experience.**

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**Contact us and start your journey with Viadex, your IBM Business Partner**





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