



Everest enables Business Availability for Geojit BNP Paribas

Also solves server, performance and infrastructure management challenges

INDUSTRY

Financial services in the capital market

CUSTOMER

Geojit BNP Paribas

EMPLOYEES

Over 3000 (as of fiscal year end, 2009-10)

PROFILE

Set up in 1987, Geojit BNP Paribas Financial Services Ltd. (earlier Geojit Financial Services Limited) is one of the major stock brokers based in India. It is the only instance wherein government entity has taken up equity in a stock broking company in India.

Geojit trades in equities, options & futures, handles portfolio management services, offers margin trading funding facility and loans against security of shares (offered by Geojit Credits Pvt. Ltd.). It is also a depository participant (DP) of National securities Depository Limited (NSDL) and Central Depository Services Limited (CDSL).

Services are rendered through its online applications and also through over 500 branches in India and abroad, with a large presence in the Gulf countries.

GEOJIT –TECHNICAL BACKGROUND

- More than 500 branches buzzing with activity – a gateway to the capital market for millions of investors across India and abroad
- Thousands of trades from over half a million customers being affected every minute across these branches through a host of collaborating software and through online applications
- Billions changing hands through secure online payment systems and financial intermediary networks
- All of these on a complex mesh of over several hundred servers from multiple hardware and software vendors running in a state-of-the-art data center

This and more is Geojit – one of the foremost brokerage house in India, a depository participant and a key player in the capital markets offering multiple services and mobilizing a huge amount of capital.

AN OVERVIEW OF THE CHALLENGES

Uncertain health of the IT backbone has a potential to wreak havoc on a reputation painstakingly built over two decade. Picture flustered customers, lost business and lost opportunities to make and salvage gains in the capital market due to a loss of trading hours because a branch could not commence business in time. That was the challenge Geojit was battling to address.

Geojit required:

- Almost 100% uptime health ensuring that branches would hit the ground running as markets open
- Effective root cause analysis and improvement in the mean time to recovery (MTTR)
- Proactive prevention and no business slowdowns
- Tracking Service Quality provided by their vendors

GEOJIT'S PRIME NEEDS

THE BUSINESS NEED

- 99.999% service availability at a high quality during trading hours
- An efficiently performing network infrastructure with optimum throughput and servers in the pink of health
- Management of desktop assets across 3000 plus employees across India
- Complaints from multiple branch offices to be recorded, tracked and resolved

THE SOLUTION NEEDED

The solution needed was one that:

- Would ensure business availability
- Was an integrated one-stop shop for Geojit's IT infrastructure management
- Gave Geojit a 'world-view' of problems that could plague the network as a whole
- Could help them take better decisions towards IT investments
- Was easily administrable and was value for money

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KEY PROMISES THAT EVEREST DELIVERS

- *Performance Management*
- *Fault Management*
- *Network Management*
- *Server Management*
- *Application Management*
- *Database Management*
- *Asset Management*
- *Service Desk*

Customer Testimonial comes here:

WHERE EVEREST SCORED

Everest is an integrated network management product offering management of performance, servers, applications, assets and SLAs along with monitoring of network and traffic combined with fault management and a service desk. All these modules can be managed together obviating the need for separate administrators.

HSBSoft's configuration and customization of Everest put together this winning combination:

- Giving Geojit immense flexibility in managing a complex network
- Facilitating key decision makers in getting a panoramic view of their network
- Bringing down overheads greatly and opening new vistas for managing the entire IT backbone

SOLVING THE BUSINESS AVAILABILITY CHALLENGE

Even a few minutes of down-time at a branch could affect lives of hundreds of Geojit's customers. Thus one of the biggest concerns faced by Geojit was ensuring that all branches could trade effectively throughout the trading hours.

A key strength of Everest was that it aligned management of the network with the way Geojit's operations were structured on the ground. This brought great visibility into problems as and even before they surfaced. During a proof of concept (PoC) study, HSBSoft analyzed network traffic, its pattern and problem patterns to arrive at this alignment. Geojit now had a bird's eye view of the entire network and all problem areas.

- Geojit could view their network in various ways:
 - Geographical spread (zonal and regional offices)
 - Most critical network elements (routers, switches) or servers, categories of network elements
 - Hardware vendors and ISPs that served certain segments and so on
- Faults were readily identified, traced to the source and resolved
- Impending bottlenecks such as a router dropping too many packets, excessive IP traffic on a particular segment etc. were identified beforehand enabling IT teams to take preventive measures.

Diagnosis was so detailed that, say in case of inter-city connectivity, surfacing of bottlenecks or availability concerns would automatically trigger emails to the telecom vendor as the first escalation. Most problems were resolved even before Geojit came to know about them

This ensured that downtime at most sites were reduced drastically, delivering a better trading experience to Geojit's customers.

SOLVING THE PERFORMANCE AND SERVER MANAGEMENT CHALLENGE

Proactive monitoring is the key to an optimally performing network. Degradation in the performance of a single network element could affect the performance of the network as a whole. Due to the volatility of daily trading, Geojit's network would see sudden spikes in traffic. This would degrade the performance of servers and applications. It would also lead to congestion in the network.

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EVEREST ENSURES

- *Reduced downtime*
- *Increased business agility*
- *Reduced operational costs*
- *Increased network resilience*
- *Improved returns on investments*
- *Better and deeper knowledge of all information technology assets in the entire organization*
- *Better vendor and SLA management*

During the PoC and subsequent deployment, HSBSOFT's engineers worked with Geojit to configure multiple performance thresholds. These were:

- Information: the state where network elements perform optimally
- Warning: the state where performance of a particular device starts degrading
- Error: where performance threatens to lead to a failure
- Serious Error: when the device breaches the minimum performance levels and is considered failed

With this, Geojit was able to attend to problems even before they became errors. HSBSOFT's implementation of Everest helped Geojit to:

- Isolate the source of degradation of performance anywhere across the network
- Be warned of impending degradations through the predictive thresholds
- Ensure effective server performance management by monitoring and measuring server parameters of each and every server in the data center

BENEFITS:

- *24 X 7 network uptime while troubleshooting problems in real-time*
- *Manage WAN / MPLS-based capacity and budget planning*
- *Manage and control total cost of network operations*
- *Enjoy good server and application health through Everest's timely diagnosis and reporting*
- *Effectively monitor network policies*

SOLVING THE ASSET MANAGEMENT CHALLENGE

Managing over 3000 desktops across all branches (which also include franchises) with the end goal of strictly implementing a network policy is no mean task. HSBSOFT customized Everest's asset management module to:

- Monitor USB ports, drives, RAM and applications running on desktops and ensure that they are in line with the policies laid down by Geojit
- Perform remote desktop administration involving installation of operating system patches, antivirus software and their newest definitions, hot fixes
- Track if business applications initiated from desktops are up
- Centrally track AMCs for different assets from different vendors in different geographies

ENABLING A HIGHLY EFFECTIVE SERVICE DESK

HSBSOFT customized Everest to include many highly useful features to enable a central helpdesk for Geojit.

- Service calls were both event generated (automatic, based on rules and thresholds set in Everest) and based on manual tickets raised
- Resolution workflow was driven by a configurable escalation matrix
- A categorized contact list along with policies and guidelines helped in smoother implementation of the manual ticket raising process

Satish Kumar, Technical Director, HSBSOFT says "HSBSOFT is proud that our flagship product, Everest, has helped Geojit manage their IT infrastructure better, reduce cost by taking informed decisions and most importantly, delight their end customers by providing a better service."



**GEOJIT
BNP PARIBAS**

ABOUT HSBSOFT TECHNOLOGIES

HSBSOft has built a reputation of being a reliable technology partner in the Infrastructure Management Solutions space serving customers across a broad array of industries. It has consistently provided innovative, cost-effective, easy-to-use and high performance solutions through a combination of technological expertise and creative design.

HSBSOft's vision is to provide comprehensive IT solutions that enable business and augment process efficiency. Its service repertoire includes best of breed network management products, custom application development, and strategic consulting. The company has also forged technology partnerships with a broad range of market leaders, including Intel, Microsoft and DMX Technologies.

HSBSOft Technologies was formed by a group of highly experienced, focused, and proficient industry experts, with in-depth understanding of products and services.

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