Who Says Elephants Can't Dance?
Making Global Financial Firms More Agile

The Agility Problem: Scale vs. Speed

They say "software is eating the world," and global financial institutions are no exception. All face the challenge of developing new software-based capabilities to serve the needs of the business, of staying agile in the new digital marketplace despite their scale.

That scale, an asset in the core business, turns to a liability in the face of smaller and more nimble competitors. A growing cadre of emerging FinTech startups act more like SAAS platforms than banks, adding features and evolving capabilities at a pace to keep up with the demands of a rapidly changing marketplace. As Don Callahan, Head of Operations and Technology at Citi said in McKinsey Quarterly, "The biggest risk for the industry is whether it will be able to move fast enough. Are we going be able to think and execute swiftly?"

Not surprisingly, managers in the development organizations of global financial firms face intense pressure to accelerate software release cycles without sacrificing quality or growing costs. The demands of extensive application testing, data control and security, and often onerous compliance and regulatory requirements all make the challenge more difficult, and increase the negative consequences of any impact on production systems. Moving fast while meeting these other needs has placed huge cost burdens on large financial firms' IT teams, causing operational costs to grow as DBA and Operations teams run constantly to fulfill Dev requests, and infrastructure costs sprawl due to the need to provision massive amounts of storage for test databases.

Speed & Agility Without Spiraling Costs

So what's a dancing elephant to do? A growing number of global financial firms are deploying new data virtualization platforms to maintain a competitive edge in the market. These systems enable banks and other large institutions to get more development projects released on-time with

CUSTOMER PROFILE

Global Consumer & Institutional Bank

PROBLEM–Unable to move to modern software development processes with CI & CD due to large database instances. Infrastructure cost over-runs to support functional software test environments.

SOLUTION–Actifio-based Oracle-as-a-Service platform across 11 geographies & Actifio-accelerated AIX-to-Linux database migration.

RESULT–Doubled the software release cycles per calendar year without increasing headcount; 3-to-1 infrastructure consolidation ratio from AIX to Linux, saving millions of dollars.

fewer defects thanks to earlier and higher fidelity testing, without the spiraling costs and risk of uncontrolled data copying. This approach better aligns the interests of Development and Operations groups, providing an automated DevOps model that reconciles developers' need for self-serve, instant access to masked, high-fidelity test data while ensuring centralized Ops has tight, user-based controls and flexible data masking capabilities.

What Does It Take?

Automated test data management demands a specific set of capabilities to meet the security and scale demands of global financial institutions:

- Decouple data from underlying infrastructure and enable access on any storage, hypervisor, and cloud. This capability is also known as data virtualization.

- Deliver data-as-a-service with self-service, instant access to data in its native application format for DBAs, Dev & QA groups, and Analytics teams.

- Automated data refresh from production environments, so testing is done against real, high-fidelity data.

- Integration with API-driven workflows, DevOps toolchains or Continuous Integration/Continuous Delivery (CI/CD) pipelines.

- Support for standard multi-vendor enterprise-scale technology sets such as Fiber Channel networking, Oracle databases and capabilities (RAC, ASM, RMAN, etc.) and Microsoft SQL Server.

- Workflows that secure data by integrating data masking to obscure sensitive data (PCI, PII, etc.), and also restrict data access with Roles Based Access Controls.

- Reduce storage consumption by provisioning virtual copies instead of physical copies of production application data.

How Actifio Increases Business Agility and Speeds Development Cycles

A growing number of global financial institutions have now deployed Actifio to speed up development cycles, improving Test Data Management for their DevOps efforts. Actifio invented Copy Data Virtualization, a set of technologies that sit alongside production IT systems to manage, virtualize and provision copies of production applications' databases (and other data types), for testing, development, analytics, recovery or any use case. The Actifio data virtualization approach provides instant data access, vastly accelerating the time it takes to provision 'personal' (but really virtual) masked and secured database copies to DevOps teams, and also radically reduces storage consumption and operational burdens.

Actifio's Proven impact

The real-world business impact of Actifio on customers including some of the world's largest financial services firms is nothing less than remarkable:

SPEED

- Delivery of 30 additional development projects per year–within existing budgets
- Gaining a full quarter (16 weeks) of development time
- 1.5M development hours per year saved

COST SAVINGS

- A $13.75M return for every $1M invested in Actifio, with an IRR of 294%
- Saved 85 DBAs 20,000 man-hours per year
- 14 copies per database avoided, yielding 1.2 PB of databases data and 2 PB of storage growth avoided

RISK MITIGATION FROM IMPROVED DATA CONTROL

- Minimized compliance risk with automated data masking
- Improved data sovereignty (understanding and controlling where data resides)
- £2.3M annual savings in legal costs

QUALITY

- 50% increased testing, earlier, in parallel for critical application releases
- Decrease in defects found in late development stages (UAT, pre-prod)

Learn More

DEMONSTRATIONS

- Oracle Virtual Database-as-a-Service with Ansible
- SQL Server Automated TDM Provisioning

DOCUMENTS

- Actifio for DevOps White Paper
- Actifio TDM for Oracle
- Brief: Test Data Management for DevOps: Actifio's Differentiation
- Gartner Report, "Innovation Insight: Copy Data Management Accelerates Bimodal IT

About Actifio

Actifio virtualizes the data that's the lifeblood of businesses in more than 35 countries around the world. Its Virtual Data Pipeline™ technology enables businesses to manage, access, and protect their data faster, more efficiently, and more simply by decoupling data from physical storage, much the same way a hypervisor decouples compute from physical servers. For enterprise-class backup modernization, self-serve instant data access, or service provider business transformation, Actifio is the first and only enterprise class copy data virtualization platform.

For additional information, visit Actifio at **www.actifio.com** or contact Actifio at **info@actifio.com** or **855.886.8997**.

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