



McDATA Storage Network Solutions Lowering IT Costs, Delivering Constant Data Access, and Ensuring Absolute Security for Financial Services Companies Worldwide

Why McDATA Corporation

We are financial services industry technology experts—the leading financial institutions worldwide rely on our solutions to:

- Minimize costly downtime
- Optimize 24 x 7 x 365 access to your data
- Incorporate features that deliver speedy ROI
- To protect your capital investments in legacy devices
- To ensure continued access to critical data

You get well-planned implementations that go smoothly. Our deployment experts will help you enjoy a painless transition/addition of any of our solutions.

The purpose of this primer is to provide financial services executives and managers information about IT solutions to the unique challenges they face. Foremost among those issues are lost revenues associated with network outages. According to the Association of Contingency Planners, the cost of downtime per hour in the financial services industry is \$6.4 million per hour. That means it costs a user \$1,777 for every second they can't access their data. Additionally, running at less than full volume can also cost a business thousands of dollars. McDATA Corporation delivers storage area network (SAN) solutions that help protect against outages. In fact, our solutions solve a whole range of problems financial services companies face. It's by consistently and cost-

effectively addressing these issues that McDATA can count 11 out of 15 of the world's top banks as customers.

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The Challenge

Banking, financial services and insurance industry leaders currently face similar issues, chief among them stagnant revenue growth. More than ever, executives are forced to justify investments in information technology (IT) based on return on investment (ROI).

And these ROI-based projects must be completed within the framework of flat IT budgets. This is particularly challenging in a business climate that generates annual data growth rates of 30 to 50 percent.

To stimulate additional revenues, and protect current ones, many executives have, or are implementing customer relationship

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programs (CRM). At the application level this manifests itself in customer relationship management applications with robust data mining capabilities. As a result, enterprise-wide access to data is paramount to supporting this mission.

At the IT infrastructure level, protecting revenues is supported by topologies and devices that ensure

business continuity and rapid disaster recovery in the event of an outage. These objectives alone substantiate considerable investments in technology. However, regulatory statutes, like those promulgated in the Patriot Act, require such expenditures.

In summary, major challenges financial services executives face are:

- IT implementations that pass stringent ROI-tests and stretch flat IT budgets
- Supporting customer retention and acquisition objectives
- Ensuring business continuity and disaster recovery capabilities
- 24 x 7 x 365 access to data
- Meeting regulatory requirements

The SAN Advantage

Increasingly, companies are migrating to a SAN topology to reap its many benefits. For financial services companies, this translates into extremely fast access to data, constant availability and bulletproof security — all essential to survive and flourish in today's competitive environment. With the preponderance of 24 x 7 banking, online access to financial services and weak customer loyalty, SAN business advantages are compelling.

This is true at the tactical level as well, where skyrocketing industry data growth is driving the need to field economical scalable solutions. Direct-attached storage (DAS) models tie servers to storage media and therefore fail the litmus test for economical scalability. And anyone who has chatted with harried DAS administrators are familiar with the exhausting daily fire-fighting routine they lead. This degrades their ability to proactively craft and optimize IT infrastructure to support mission-critical company objectives.

Yet by decoupling servers and storage, and making storage resources available throughout the enterprise, companies can achieve their pressing goals including viable CRM application deployments. This includes substantially lowering the total cost of ownership (TCO) for storage resources. According to a McKinsey/Merrill Lynch report, such TCO places a DAS topology at about twice the per megabyte cost of a SAN architecture.

Moreover, the ease of managing a SAN is order of magnitudes above a DAS model and requires fewer people to oversee large volume sets.

The Solution

McDATA Corporation designs its storage area network (SAN) solutions to meet executives' and technology professionals' challenges head on. And while we spend considerable time and effort creating best-of-breed solutions, we invest equally in devising real-world solutions that meet your industry's business and financial objectives as well. We strive to speak your financial language. And that's why we regularly use return on investment analysis tools to clearly define the advantages of our solutions to your enterprise.

Stretching Your IT Budget

IT executives tell us their top of mind problem is effective storage network management. They express frustration over tools that are reactive and require significant manual oversight to use. Storage management personnel costs represent the largest portion of the TCO for both DAS and SAN solutions. Fortunately, SAN solutions offer significant advantages that boost the amount of data each full time equivalent (FTE) administrator can manage.

How to Manage More within Flat or Shrinking Budgets:

The SANavigator Advantage

McDATA's SANavigator SAN management software application is just such a versatile management tool. It supports your SAN throughout its life cycle from design and implementation to maintenance and optimization. Moreover, SANavigator protects your capital investments in legacy devices because it easily interoperates with the leading brands on the market today.

*McDATA's interoperability
with legacy infrastructure
protects capital investments
in heterogeneous
environments.*

Administrators new to SANavigator report simplified administrative capabilities including straightforward device configuration and a policy engine that effortlessly helps them automate alarm thresholds and generate utilization reports.

These features help your storage staff do more with less. Many administrators, for example, report cutting their network management

time by up to 50 percent. SANavigator does this by automating many tasks performed manually. That's a welcome alternative to IT members who "walk the floor", personally checking on devices and servers for failures. As a result, we find that administrators' role transitions from being reactive firefighters to proactively fielding infrastructure in support of corporate objectives such as business continuity.

Non-Disruptive Scalability Reinforces Continuous Access to Data

Adding storage to support growing application needs is very simple as well. Add your device to the SAN fabric and SANavigator discovers and configures it. It does this non-disruptively to ensure continued business operations.

Our hardware solutions incorporate this non-disruptive capability as well. And when data traffic outgrows available SAN ports, you can "pay as you grow", buying only what you need with McDATA's exclusive FlexPort Technology. This boosts device utilization and lowers the cost per port in line with your needs.

About McDATA's Intrepid™ 6000 Series Directors

McDATA Intrepid 6000 Series Directors are the industry's only 2Gb/s, multi-protocol directors with the ability to support the rigorous demands of enterprise data centers. McDATA Intrepid Directors are deployed in the majority of the world's data centers because of their ultra-high availability (99.999 percent uptime); ability to handle both mainframe (FICON) and open systems (Fibre Channel) data traffic; non-disruptive code load and activation capabilities (McDATA's HotCAT™ technology); and their support for emerging technologies such as 10Gb/s, iSCSI, FCIP and InfiniBand. McDATA Intrepid Directors are built on McDATA's common Extendable Open Network (EON™) architecture that ensures unwavering data availability, ease of management and lower overall IT costs.

About McDATA's Sphereon™ 3000 Series Fabric Switches

McDATA's Sphereon 3000 Series Fabric Switches are the highest availability products in their class and bring to the mid-range market many attributes of McDATA Directors such as HotCAT™ Technology and the highest port density in the industry. The Sphereon 3000 Series product line – including the only 32-port non-blocking switch available today – is the only midrange switch family in the industry

built on director-class technology, offering optimal scalability, performance, management and availability.

About SANavigator®

SANavigator, the most advanced SAN management software product in the market, greatly simplifies storage network management and ensures that a customer's SAN is performing optimally, improves reliability, minimizes risk, maximizes resources and ensures a greater return on investment (ROI). This efficient, open-system platform provides a comprehensive, intuitive set of management tools, allowing IT administrators to optimize the capabilities of their storage networks while simplifying many of the day-to-day management tasks.

SANavigator has won a series of industry awards such as *Network Computing's* Well Connected Award and the prestigious *Network Computing* Editor's Choice award for the industry's best SAN management software. SANavigator also earned the highest score for Management and Administration in *Network World's* recent SAN product review. *TechTarget's* 2002 Innovator Award was awarded to BlueCross BlueShield of Tennessee on the basis of the performance acquired and the resulting ROI achieved by SANavigator in their environment.



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