



Intesa Sanpaolo innovates banking with new services supported by advanced technology

Intesa Sanpaolo:

Size: More than 93,000 employees

Industry: Financial services

Location: Turin, Italy

Solutions

- Flexible infrastructure expands quickly to support new services
- Virtualized environment reduces costs, power, and footprint while increasing performance
- New cloud, analytics, and big data services drive business growth

For More Information

For more information about Cisco UCS solutions, visit <http://www.cisco.com/go/ucs>

Intesa Sanpaolo is the banking group formed by the merger of Banca Intesa and Sanpaolo IMI bringing together two major Italian banks with shared values to increase their opportunities for growth, enhance service for retail customers, significantly support the development of businesses and make an important contribution to the country's growth. Intesa Sanpaolo has focused on opportunities for profitable growth through continuously evolving online services. And that means developing a new banking model to reduce infrastructure costs and improve time to market for new applications.

Challenge: Growth Through New Services

The role of technology in financial services is changing. Banks that are able to bring new services to market quickly capture the most market share. Intesa Sanpaolo wanted to be the face of new banking in Europe, so it began looking at ways that it could use technologies such as cloud, big data, and predictive analytics to drive new services.

"For new innovations to succeed, first you need a strong foundation to build upon," says Nicola Carotti, Intesa Sanpaolo Group Services. "We had to reduce the cost and complexity of our environment and create a platform that would support our transition to a client-centric software architecture."

The bank created a roadmap to move away from its old banking model—a proprietary UNIX environment—to converged infrastructure and open systems. The new platform needed the performance and simplicity to respond to new market demands as well as cost and regulatory pressures. The solution also had to be scalable, because the bank is constantly adding new services.

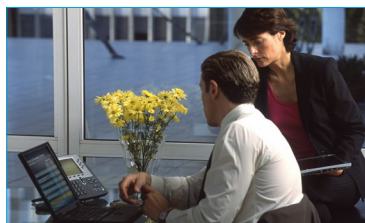
Intesa Sanpaolo collaborated with Cisco for a simplified platform that supports innovation and growth by delivering new application environments in minutes and at far lower cost.

Embracing New Speeds

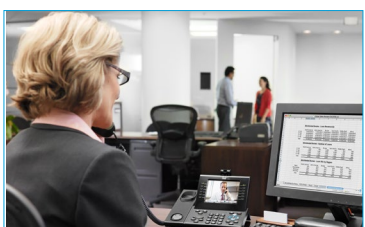
With Cisco UCS® servers and Cisco management tools, the Intesa Sanpaolo IT team can manage the complete infrastructure lifecycle from a single pane of glass. Automated provisioning delivers virtual machines quickly and consistently. With the platform's simple and fast management, Intesa Sanpaolo doubled the size of its virtual environment and delivered a new Internet banking platform.

"We view Cisco as a key partner, and Cisco UCS is a wonderful platform for innovation," says Carotti. "We can embrace the future of banking and adapt to the new normal as the speed of industry change increases."

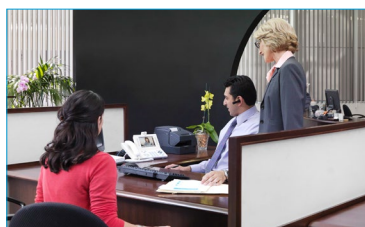
With Cisco UCS technology,
Intesa Sanpaolo:



Speeds time to market from
weeks to minutes



Improves performance for
CRM, payment, and business
intelligence applications



Reduces the costs of managing
a growing environment



Better Performance, Lower Costs

The bank's most critical applications, including CRM, payment, and risk management and business intelligence systems, now run on Cisco Unified Computing System (Cisco UCS) for improved performance and scalability.

"Cisco UCS is more reliable than our previous environment," says Carotti. "It's also more cost-effective. By consolidating onto powerful, virtualized Cisco UCS servers, we reduced software license costs while reducing power consumption by 30 percent and hardware footprint by 80 percent."

Secure IT as a Service

Using Cisco Intercloud Fabric, Intesa Sanpaolo is adopting a secure and effective hybrid cloud strategy so that it can offer customers highly secure connectivity across multiple clouds.

"We're creating an integration hub to allow the business to securely use public cloud resources where appropriate," says Carotti. "Again, Cisco is giving us flexibility while reducing costs."

Harnessing the Power of Big Data

Intesa Sanpaolo recognized the opportunity

to use big data to be more proactive to the needs of the business and fuel its customer-centric vision. Cisco UCS delivers a robust, cost-effective platform for big data initiatives that enable the organization to be predictive rather than reactive in its approach to IT and the business at large.

Faster Compliance

With risk analysis applications running on Cisco UCS, Intesa Sanpaolo can quickly and easily provide insight and reporting for the Bank of Italy, reducing risk and streamlining compliance.

What's Next?

Intesa Sanpaolo is conducting a proof of concept with Cisco UCS for cognitive computing—simulating human thought processes to predict future infrastructure needs.

"We've moved into a new era in which business innovation is no longer held back by infrastructure," says Carotti. "Without Cisco, we would not be able to deliver the same level of service or meet the pace of innovation that the business demands. We're staying ahead of the curve."

Products and Services

Unified Computing

- Cisco UCS B200 M4, B420 M4, B260 M4, and B460 M4 Blade Servers
- Cisco UCS C240 M3 Rack Server
- Cisco UCS 6296 Fabric Interconnects
- Cisco UCS Manager
- VMware
- Microsoft Hyper V

Desktop Virtualization

- Citrix XenDesktop

Routing and Switching

- Cisco Nexus 9000, 7000, 5000, 2000 Series Switches
- Cisco ASR 9000 Series Aggregation Services Routers

Security

- Cisco Adaptive Security Appliance (ASA)

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