



Success Brief

Intel® Itanium® processor
9100 series

Financial Services
Core banking



SARASIN

“The Intel® Itanium® processor 9100 series is very important to the growth of bank zweiplus.”

Hans-Rudolf Haeni,
Head of IT, Bank Sarasin

bank zweiplus rapidly gains ground

Bank Sarasin turns to Intel® Itanium® processor 9100 series to launch bank zweiplus

Bank Sarasin is a leading Swiss private bank. Its many years of banking experience has made it ensure sustainability is a key component of its corporate philosophy. It provides a high level of service and expertise when acting as investment advisor and asset manager for private and institutional clients. In 2007, Sarasin decided to strengthen its focus on private banking by launching a joint venture with AIG Private Bank to form a new bank. The result was bank zweiplus which positions itself as a leading Swiss-based product and settlement platform for independent financial advisers and life insurance companies, as well as direct clients in the retail and affluent segment in Europe. As service provider for bank zweiplus, Sarasin needed to enhance its IT infrastructure in a very cost-effective way to support an estimated additional 20 million transactions arising from the bank zweiplus business.

- **Launch a new bank.** Bank Sarasin, in a joint venture with AIG Private Bank, aimed to launch a new bank for affluent private customers, called bank zweiplus. It needed to keep IT infrastructure costs down to maximise profits while ensuring it was scalable enough to meet ambitious customer growth targets.
- **Scalable and reliable processing power.** Bank Sarasin benchmarked the performance of an HP Integrity* rx8640 server powered by Intel® Itanium® processor 9100 series. The results revealed that more than 30 million transactions could be processed in a year which fulfilled bank zweiplus requirements.¹
- **Fast growing.** Six HP Integrity* servers were implemented, powered by Intel® Itanium® processor 9100 series and incorporating a failover and several test and development systems. Five months after launch the customer base grew from approximately 240,000 to 300,000, exceeding bank zweiplus growth targets.

As part of its strategy, since 2006 Bank Sarasin has strengthened its focus on its core private banking business. One such step was the announcement in July 2007 of a new joint venture with AIG Private Bank to form a new operation, bank zweiplus. AIG Private Bank was also in a similar position with a core asset investment business and an important but secondary wealthy retail clientele.

To launch bank zweiplus, provisioning of new IT services was required. Because of Bank Sarasin's application and technology expertise as well as capacity within its existing facilities, it was charged with developing these services and the extension of the technology platform. This would also help the new bank to ensure start up costs were as low as possible. For example, rather than build a new data centre, Bank Sarasin's existing facility in Basel could be used.

Between the finalisation of the negotiations between Bank Sarasin and AIG Private Bank and the planned launch date that was set for July 2008, only eight months were left to develop the technology platform. For four years Bank Sarasin had been running an Avaloq* core banking application for data processing. The Avaloq* software was running on an Intel® Itanium® platform and typically handled approximately 13 million transactions a year.

Intel® processor technology underpins the launch of bank zweiplus and helps drive quick profit return

Meeting expectations

Because of its robust performance and reliability, the IT team decided to measure the performance of a HP Integrity* rx8640 server system powered by the Intel® Itanium® processor 9100 series. The HP servers provided very good clustering ability which was important for Bank Sarasin given that it wanted to assess whether the Intel Itanium processor 9100 series could handle the estimated additional 20 million transactions a year that would be generated by bank zweiplus.

A virtual load-bearing test revealed that the Intel Itanium processor 9100 series system could handle more – up to 30 million transactions a year. This fulfilled expectations and revealed that the system was capable of underpinning bank zweiplus' three year growth targets as well as the development of new private banking services.

This was particularly beneficial because the Avaloq* software is very intensive in terms of data input and output. Furthermore, Oracle* databases – used in bank zweiplus – run extremely well on Itanium-based platforms. Another advantage was an integrated infrastructure stack which included servers, storage, backup as well as the stretched cluster solution.

Bank Sarasin wasted no time in deploying six HP Integrity* servers powered by Intel Itanium processor 9100 series. Avaloq* 2.6 and Oracle database 10g* were deployed on a HP-UX 11i* operating system and the implementation also included a failover system based in Bank Sarasin's Basle data centre.

Spotlight: Bank Sarasin

- The Sarasin Group has its roots as a leading Swiss private bank founded in 1841. It provides a high level of service and expertise when acting as investment advisor and asset manager for private and institutional clients.
- As an international financial service provider committed to sustainability, the Group is now represented in 19 locations in Europe, the Middle East, and Asia.
- By end of December 2008 Sarasin managed total client assets of CHF 69.7 billion (EUR 46 billion) and employed around 1,500 staff.
- Bank Sarasin & Co. Ltd is listed on the SIX Swiss Exchange. Its majority shareholder is the AAA-rated Dutch Rabobank.



Bank Sarasin was able to meet its immediate objectives of underpinning the bank zweiplus launch with a reliable, high-performing and scalable system. It has also helped drive the new operation to quick profitability due to low software and hardware costs. For example, Sarasin IT now runs the Avaloq core banking application for both Bank Sarasin and bank zweiplus on the same server and storage infrastructure that Bank Sarasin used and at the same cost.

bank zweiplus now has a real-time banking solution that not only provides banking services such as transactions, internal account transfers and foreign currency orders, it also delivers highly automated bulk processing for investment and rebalancing of funds portfolios.

bank zweiplus is already reaping the benefits. In the second half of 2008 bank zweiplus performed around 230,000 manual transactions, fielded over 70,000 phone calls and processed more than 7.5 million trading orders. On 31 December 2008, that is, six months after its launch, it has approximately 300,000 clients and CHF 5.8 billion (EUR 3.8 billion) of assets under management.

Find a business solution that is right for your company. Contact your Intel representative or visit the Reference Room at:
<http://www.intel.com/references>

Copyright © 2009 Intel Corporation. All rights reserved. Intel, and the Intel logo, Itanium and the Itanium logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

This document is for informational purposes only. INTEL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT

1. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel® products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, reference: http://www.intel.com/performance/resources/benchmark_limitations.htm

*Other brands may be claimed as the property of others.

0309/JNW/RLC/XX/PDF

321712-001EN

