



## WIBMO EMBRACES VIRTUALIZATION TO DELIVER AT THE SPEED OF BUSINESS

### Industry

Financial services

### Objective

Upgrade IT Infrastructure to increase speed, improve performance, enhance scalability, and simplify resource management

### Approach

Implement HPE Synergy to improve efficiency, reduce expenditures, and increase flexibility for customers

### IT matters

- Simplified management of entire infrastructure
- Expedited ability to isolate and address performance bottlenecks
- Improved IT team efficiency and motivation

### Business matters

- Reduced IT capital expenditures by 80%
- Reduced creating and delivery of new accounts from weeks to hours
- Lowered carbon footprint by 50%

India's leading digital payment provider utilizes HPE Synergy to improve performance, flexibility, and scale



**As one of the premier digital payment providers in India, Wibmo works with leading financial services companies in the banking and e-commerce sectors to ensure online transactions are completed safe and secure. HPE Synergy delivers the flexible, scalable, secure solution needed to solidify their leadership position throughout the country.**

In the modern age of retail, more and more customers are making purchases online. They—and the companies they buy from—need their online purchases to be instantaneous, accurate, and secure.

Making sure that happens is the very core of Wibmo's business.

The Cupertino, California-based company is one of the preeminent providers of hosted, risk-based authentication, and

payment security services processing over a billion transactions per year. The company maintains a significant presence in the fast-growing Asia-Pacific region.

"India is a big and growing market for online ecommerce companies, such as Amazon and Flipkart," said Vijay Thomas, Director of IT at Wibmo. "For people who make purchases on these sites, or any other online site, we help make sure the transaction is safe and secure."

## “Once we had HPE Synergy in place with an environment that we were able to build around it, we had less sleepless nights and more peaceful nights.”

– Vijay Thomas, Director of IT, Wibmo

**HPE Synergy delivered the speed, efficiency, security, and flexibility Wibmo needed to solidify their position as India’s leading digital payment provider.**



Wibmo also helps major banking institutions minimize the threat of fraud and other risks associated with online transactions, partnering with more than 70 banks throughout India. As Thomas explained, “We have analytical engines and algorithm-based software, which understands the user’s spending pattern and the kind of merchants that the users will visit on a normal, day-to-day basis.”

The increasing popularity of online transactions requires high-performing, proven technology that can keep up with the pace of business. Until recently, providing maximum service in minimal time was a challenge due to Wibmo’s reliance on an IT infrastructure consisting of a fleet of older, physical servers.

“Prior to HPE Synergy, most of our operating infrastructure and the data center environment ran on physical servers,” confirmed Thomas. “We used to buy large quantities of physical servers to handle expected bank transaction volumes. The IT team would spend a lot of time procuring the servers, and it would easily take 10 to 12 weeks by the time we were to deliver a project to a new customer.”

In a modern, fast-paced, and competitive world of e-commerce, speed of transactions is critical, and the inability to deliver in a timely manner can result in lost business.

“In many cases,” Thomas confirmed, “we were not able to meet the expectation of the customer. We lost a couple of customers who could not wait, and they went to our competitors who were able to deliver the services more quickly.”

### THE SOLUTION: A SHIFT TO VIRTUALIZATION

According to Thomas, Wibmo supports nearly 70% of online e-commerce transactions that happen throughout India. Handling millions of transactions quickly and reliably required Thomas to consider a new approach to their IT infrastructure.

“To put it simply, our physical environment was not able to sustain and meet the growing demands of the market,” he said. “That’s when we started conceptualizing virtualization.”

Thomas led the team to find a new solution. He initially faced resistance and apprehension on how a new infrastructure could affect their environment and performance, so he decided to start small by implementing a limited trial.

“We evaluated multiple products, but finally zeroed in on HPE Synergy,” said Thomas. “We started with some midrange HPE DL360 rack servers. They had average compute capabilities, didn’t break the bank, and ran VMware® well enough for our proof of concept.”

The results were encouraging, significantly reducing the time to configure servers from weeks to hours. Convinced that virtualization would work, the business team green-lighted the migration to a virtual environment with HPE Synergy.

“It was time to take a deep dive into software-defined infrastructure,” said Thomas. “We’d successfully made a case for virtualization, and were now ready to push the technology to its limits.”

### HPE SYNERGY RESULTS IN FASTER DEPLOYMENTS, MORE BUSINESS

Wibmo completed the transition by replacing some of their older servers with HPE Synergy 1200 frames, each of which can house up to 12 dual-processor server blades, powered by Intel® Xeon® Scalable family processors. The scalability of the frames allows Wibmo to add blades on an as-needed basis, replacing dozens of bare-metal servers.

In addition to increased computing power, HPE Synergy also delivered environmental and cost-saving benefits to Wibmo—and flexibility benefits to their customers. Thomas explained, “Moving to HPE Synergy reduced our carbon footprint and our capital expenditures, but it also allowed us to lower costs and increase flexibility for our customers. In the past, we had to lock in the number of servers allocated to a bank at the start of a service agreement, and then add physical infrastructure as needed.”



## “If we need to increase or lower customer capacity, we can allocate and balance resources on a single HPE Synergy frame. We no longer have to spend weeks procuring and configuring individual servers.”

– Vijay Thomas, Director of IT, Wibmo

### Customer at a glance

HPE Synergy provides Wibmo with the composable infrastructure they need to provide a flexible solution to its customers.

#### HPE solutions

- HPE Synergy composable infrastructure
- HPE Synergy 1200 frames
- HPE Synergy 480 Gen9 Compute modules
- HPE 3PAR StoreServ 8400 storage
- HPE InfoSight
- HPE GreenLake

“If we need to increase or lower customer capacity, we can allocate and balance resources on a single HPE Synergy frame,” he continued. “We no longer have to spend weeks procuring and configuring individual servers. New accounts are up and running in a couple of hours, and existing customers can add or subtract resources as needed.”

With HPE Synergy frames in place, Thomas realized that their storage setup lacked the speed and flexibility to keep pace with the software-defined architecture. Their solution: HPE 3PAR flash arrays, which allowed them to move to a multi-tier architecture to segregate application processing and data management.

“We can now host a high-traffic database to one of our newer flash drives, and a low-IOPS archive on an older SAS hard drive,” said Thomas. “This has a tremendous impact on efficiency and our bottom line because we can allocate customer resources without having to buy new hardware every time they ask for additional capacity.”

Rounding out the HPE Synergy solution were HPE InfoSight, a predictive analytics platform that brings software-defined intelligence to the data center, and HPE GreenLake:

- **HPE InfoSight** offers an intuitive, comprehensive management view of Wibmo’s entire infrastructure from a single pane of glass, provides a level of detail not possible with their previous server management tools. It employs AI and predictive analytics to monitor our compute and storage environments in real time, allows the IT team to isolate performance bottlenecks in real time, and identifies ways to overcome them.

- **HPE GreenLake** delivers consumption-based, metered IT services on-site rather than in the cloud, allowing Wibmo better managed capital expenditures. “With HPE GreenLake, we don’t pay up front for our IT infrastructure, but only for the capacity we use,” said Thomas. “Thanks to HPE GreenLake’s flexible pricing and the efficiencies of HPE Synergy and HPE 3PAR, we have reduced our IT capital expenditures by 80% while at the same time dropping our speed to delivery from weeks to hours. Customer service and satisfaction are now at all-time highs, and our infrastructure has never been better optimized.”

For Thomas, the benefits of HPE Synergy run far and wide, including providing him and his IT team with more time—and more peace of mind. “Once we had HPE Synergy in place with an environment that we were able to build around it, we had less sleepless nights and more peaceful nights.”

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