

Empowering Dubai's leading bank with modern infrastructure





Fast, reliable and flexible solutions from Dell Technologies take financial services further for banking customers.



Business needs

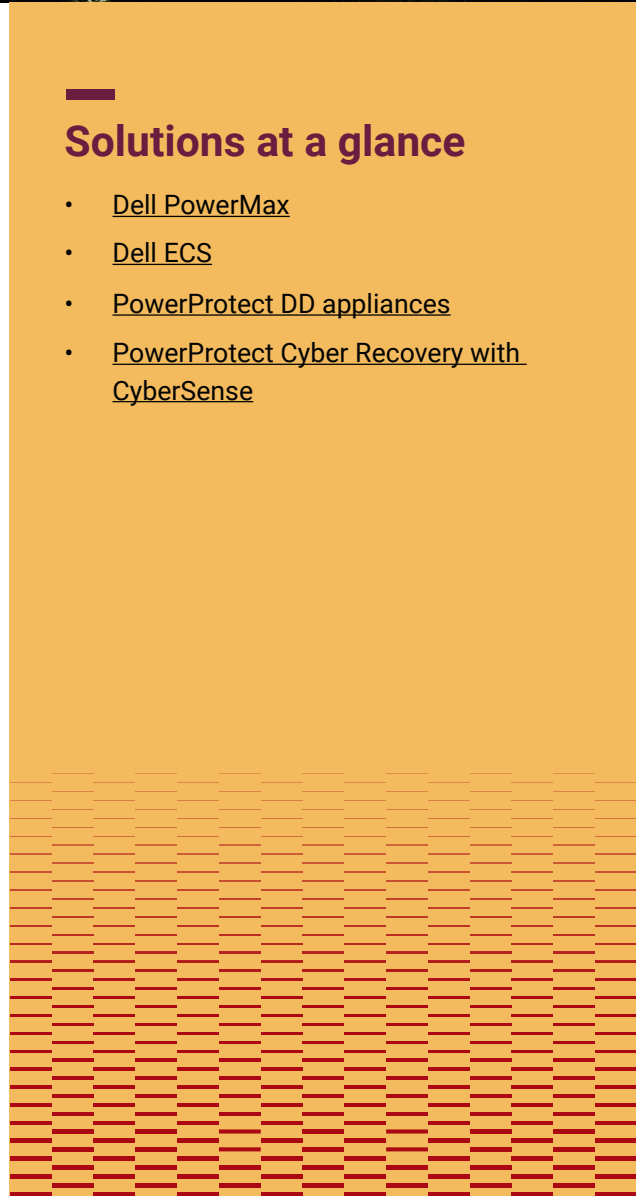
An aging infrastructure was hindering Emirates NBD's ability to innovate and continue offering best-in-class customer service. Dell PowerMax and Data Protection Solutions gave the banking group storage solutions with the performance and scalability to manage critical workloads and meet evolving customer needs.

Business results

-  30% decrease in data center costs by using PowerMax.
-  50% faster processing speeds, reducing data response to up to 1 millisecond.
-  70-80% reduction in energy consumption from smaller footprint.
-  80% boost in workload efficiency on Dell ECS cloud tier.

Solutions at a glance

- [Dell PowerMax](#)
- [Dell ECS](#)
- [PowerProtect DD appliances](#)
- [PowerProtect Cyber Recovery with CyberSense](#)



“PowerMax very much runs the bank. It’s reliable, it’s flexible, it’s very fast.”

Ali Rey,
Group Head of Technology Platforms,
Emirates NBD

Embracing modern infrastructure to build a better bank

As one of the largest banks in Dubai, with operations in 13 countries and assets of over \$230 billion, Emirates NBD offers a wide range of products and services to its customers. Leading means always evolving, and Emirates NBD continues to develop new digital capabilities, such as robotics, smart automation, and advanced analytics, to enhance its customer experience and business value.

But providing the best banking services comes with growing digital challenges, including the need to store and process more and more data. Emirates NBD required an agile infrastructure to help overcome those challenges along with the ability to scale to meet evolving customer demands and greater regulatory requirements.

Improving customer service with enhanced performance and speed

In the competitive world of financial services, customers have grown accustomed to on-demand, always available banking. They want services to be delivered quickly and the experience to be seamless.

Dell Technologies and PowerMax have been key in helping Emirates NBD deliver this experience as part of the bank’s modernization journey. From a storage point of view, all the bank’s critical workloads and applications run on PowerMax due to its performance, reliability and flexibility. “PowerMax very much runs the bank,” according to Ali Rey, Group Head of Technology Platforms.

These workloads include its core banking application, its cloud platform and its big data platform which hosts all of its customer information. Moving its big data platform to PowerMax resulted in faster data response times of under 1-2 milliseconds for a nearly 50% improvement in processing speed.

Its speed allows Emirates NBD to provide more services to customers, to interact with them more, and to provide greater personalization.

Reliability has also been critical. The bank has not experienced an outage with PowerMax, and the small team managing storage can do so confidently because it runs so smoothly.

In terms of volume, Emirates NBD is storing three to four petabytes of data and plans to grow to six petabytes across two data centers as it moves to the next generation of PowerMax. Teaming with Dell Technologies enables Emirates NBD to scale the business, knowing its strategic partner will support that growth at every step.

Providing reliable storage and security at scale

As a leading banking group, Emirates NBD stores vast volumes of business and customer data. For fast and economic storage, it chose Dell ECS, an enterprise-grade object storage platform, to support these workloads. The platform has a near-infinite ability to scale and, currently, 80% of the banking group’s workload is on the cloud tier in ECS.

Performance improvements at scale meant data searches and retrieval went from minutes to seconds, supporting better outcomes for customer satisfaction and revenue-driven activities.

In addition to safely storing customer documents, ECS enabled Emirates NBD to economically fulfill regulations requiring the bank to store its logs for five years.

As a result of the efficiencies gained from implementing Dell Data Protection solutions, Emirates NBD has seen a 30% reduction in the bank’s backup window.

“Dell ECS enabled us to securely store large volumes of data on premises with the ability to search that data quickly.”

Ali Rey,
Group Head of Technology Platforms,
Emirates NBD

“ By moving our big data platform, which hosts all of our customer information to PowerMax, we saw a 50% improvement in processing speed.”

Ali Rey,
Group Head of Technology Platforms,
Emirates NBD



Equipping employees for success in financial services

With more than 29,000 employees in Dubai and around the world, Emirates NBD wanted a partner that could provide reliable, powerful hardware to meet evolving work needs and improve productivity.

Across the board, the banking group chose laptops and workstations from Dell Technologies, ensuring employees had the tools they needed to serve customers better.

Doubling down on Dell, Emirates NBD has begun a project to refresh 5,000 laptops and workstations with the next generation of fast, cost-effective machines.

Partnering together to innovate for the future

At every step of its modernization journey, Emirates NBD knew it could rely on its partnership with Dell Technologies. This journey included increasing sustainability and reducing environmental impact for future growth. The banking group's data center required a huge amount of electricity, and to optimize this energy consumption Emirates NBD considered the power demands of everything that went into it, including servers, storage and switches.

It looked to Dell Technologies as a strategic partner that could provide the modern infrastructure and solutions needed to consume less power and drive greater efficiencies in support of company sustainability goals.

Since implementing PowerMax and ECS, Emirates NBD does not need to have local storage in every server. It's using servers purely for compute, minimizing their energy use. Data center costs have decreased 30%.

Emirates NBD has also centralized its storage and moved from four racks to one with PowerMax. This smaller footprint has reduced energy consumption by 70%-80%.

Throughout their journey together, Emirates NBD and Dell Technologies have built a strategic partnership based on innovation and trust that has delivered results and positioned the banking group as a global leader for the future.

“ We work very closely with Dell as a true partnership to innovate and provide greater efficiency and performance for our customers.”

Ali Rey,
Group Head of Technology Platforms,
Emirates NBD

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