

DELIVERING A BETTER CUSTOMER EXPERIENCE

Growing at an extraordinary 30 percent rate year-over-year, Israel's Harel Insurance was facing competitive challenges and needed a better way to respond to customers and deliver new financial services



Financial Services | Israel

Business needs

In the highly competitive financial services business, Harel wanted to use big data to serve customers more effectively and ensure more satisfying experiences. Unfortunately, its IT team was dealing with critical performance issues impacting both business and IT operations, and too much time was being spent on monitoring and maintenance.

Solutions at a glance

- [Dell EMC XtremIO X2 and X1 arrays](#)
- [Dell EMC VPLEX Metro](#)
- [Dell EMC RecoverPoint](#)
- [Dell EMC PowerPath software](#)
- [Dell EMC Connectrix B-Series directors](#)

Business results

- Provides performance and low latency to dramatically simplify IT and business processes
- Better leverages predictive analytics for improved customer service
- Offers the ability to scale capacity as needed, without limits
- Avoids the need for storage performance tiers, thanks to all-flash
- Decreases data center tiles, power and cooling costs

Up to

200k
IOPS



Under

1ms
response time



Harel Insurance is Israel's largest insurance and financial services group. The firm sells a wide range of lines including life, health, vehicle and home—plus mortgage and credit insurance. In addition, the group provides investment management services, including mutual funds management. Harel has approximately 3 million customers served by 5,000 employees.

As a company, Harel gathers an enormous amount of information on customers and the products and services it provides. Total storage capacity is approximately 5 petabytes, including production, snapshots and backup. To respond to customer needs and make faster and smarter decisions, Harel needed a better way to access and analyze data. The company chose Dell EMC XtremIO as part of its sweeping data center modernization.

3,500
active snapshots
per data site



Eliminating tiers through all-flash storage

Harel relies on a very large virtualized environment, with approximately 2,500 virtual machines (VMs). In the past, the company used HPE for its storage, but it faced performance and capacity issues—and it couldn't always meet service level agreements.

Harel initially replaced its old HPE storage with XtremIO X1 All-Flash arrays and recently began moving to the next-generation XtremIO X2 to keep pace with its rapidly increasing storage demands. The company currently has a total of 20 XtremIO X-Bricks in three identical clusters in each of its two data centers, and it uses several XtremIO X2 arrays to host production systems running Hadoop big data, an SAP data warehouse, Microsoft SQL databases and other critical legacy workloads.

“With XtremIO, we've been able to achieve predictable performance with always-on data services and no need for storage tiering, thanks to all-flash,” says Amir Levy, chief technology officer and IT manager for Harel Insurance. “X2 also gives us the ability to scale up and out, and it provides much better data compression and deduplication, so we don't need to increase physical capacity to accommodate growth.”

“XtremIO X2 is exactly the missing piece of the architectural puzzle that gives us a better time-to-market and improved value for our customers.”

Amir Levy
Chief Technology Officer & IT Manager,
Harel Insurance

Reduced
costs due to
compact footprint



Delivering exceptional flexibility

Harel employs Dell EMC's unique VPLEX Metro cluster architecture to transparently move VMs between data centers as desired, with absolutely no impact on its production systems or performance. XtremIO significantly improved performance with sub-millisecond latency, even with a high 80:20 write-to-read ratio to meet customer requirements.

"We had been constantly struggling to deliver needed response times for our application and business teams," Levy states. "XtremIO X2 has made that a non-issue."

Harel has also taken advantage of the advanced in-memory data services in X2 to achieve the massive local data replication needed to support various business processes. Harel uses XtremIO Virtual Copy (XVC) technology to create as many as 3,500 snapshots of application data per site for development, analytics, operations and data protection.

Dramatic cost savings and competitive advantages

The superior data reduction capabilities that XtremIO provides have also decreased Harel's data center footprint, reducing the company's power consumption and dramatically lowering its heating and cooling costs. "This is especially important to us, because we are hosting our data centers externally," comments Levy. "So for us, these savings are critical."

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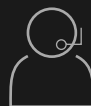
Amir Levy
Chief Technology Officer & IT Manager,
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Another reason that Harel was attracted to the brand-new next-generation XtremIO X2 was to gain key competitive advantages. Many of the companies that Harel competes with are not traditional financial services providers, so they are not subject to the same rules and regulations that Harel is. This means Harel has to win through innovation, which often comes down to speed. The more support Harel can provide to its development teams to get new products and services to market faster and at less cost, the better.

Levy concludes, "XtremIO X2 is exactly the missing piece of the architectural puzzle that gives us a better time-to-market and improved value for our customers."



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