



VMware Insures Improved Customer Service for Prudential

VMware Virtual Desktop Infrastructure Enables Substantial Cost Savings for Prudential UK



KEY HIGHLIGHTS

INDUSTRY: FINANCIAL SERVICES

CHALLENGE

Provide 850 employees at its new Mumbai center with the complete Prudential desktop

SOLUTION

VMware Virtual Desktop Infrastructure enabled Prudential UK to run its standard desktop remotely without rewriting any of its applications

RESULTS

- Implemented entire project in less than six months
- Made the remote service centre project possible
- Substantial cost savings
- No need to rewrite any existing applications
- All IT management is done at headquarters in Reading
- Mainframe best practices have allowed greater business agility
- Allowed company to extend remote access to third parties and home workers
- Consolidation of servers will allow more effective resource management
- Improved customer service

“Without a means to host our existing standard desktop in the UK, we would not have been able to provide remote access to our Mumbai employees in such a short space of time, and VMware server virtualisation proved to be the most flexible and cost effective approach. We can now run our standard desktop remotely and we haven’t needed to rewrite any of our applications.”

Andy Ruby, Manager of Infrastructure Design, Prudential UK

Equipping a Remote Service Centre in Less Than Six Months

Prudential UK is part of the Prudential group and provides a range of financial products and services including annuities, corporate and individual pensions, savings and investment products to around seven million customers. The company currently employs some 7,400 staff.

In 2002 the company decided to establish an offshore service centre in India to improve customer service service levels and reduce costs for the UK insurance operations. Andy Ruby, Manager of Infrastructure Design, faced the challenge of providing 850 employees in the new Mumbai centre with the complete application suite on a standard Prudential desktop, which comprises over 100 applications needed to service customers – including custom-built policy and service systems.

Ruby and his team soon discovered that running these applications over the WAN was problematic due to high latency on the network. Compounding the difficulty, the time scales that Ruby had to work to were highly aggressive: the centre had to be up and running, including all IT systems and telecommunications, within six months. This meant that there was no time to rewrite any applications.

VMware ESX Server Helps Prudential Save Costs

Having looked at various remote access solutions, Ruby decided that employees from India would need to log on to PCs based in the UK, but the physical space, power and cost of running 850 PCs was prohibitive. Ruby therefore designed a highly innovative system using VMware ESX Server virtualisation software to allow servers to be split up into multiple virtual machines, each running an instance of the Prudential standard desktop, which employees outside of the UK could log onto from their location. Ruby was able to meet his

deadline for deployment, as well as achieve other benefits such as:

- **Cost savings.** "We've seen significant cost savings from the implementation," said Ruby. "Being able to quickly provide access to applications using ESX Server has played a significant part in this."
- **Simplified IT management.** All management of the environment is done in Prudential's Reading location, with need for only limited IT support in Mumbai.
- **Enhanced customer service.** Customer service has been improved with easy access to tools for remote service centre representatives.

Using ESX Server, Prudential has been able to quickly construct multiple virtual machines that run Microsoft XP Professional, as well as over 100 applications, and simply send screen, keyboard and mouse information over the network using Microsoft's RDP protocol. VMware ESX Server runs on 60 HP DL360s, each with 2 processors and 4 GB RAM. Three hundred service centre employees in Mumbai are currently using the system to access applications remotely, but the number will ultimately grow to 850. The first deployment happened within 4 months, with the complete deployment to 850 users expected to follow within 12 months."

"Without a means to host our existing standard desktop in the UK, we would not have been able to provide remote access to our Mumbai employees in such a short space of time, and VMWare server virtualisation proved to be the most flexible and cost effective approach," commented Ruby. "We can now run our standard desktop remotely and we haven't needed to rewrite any of our applications."

Ruby first became aware of VMware ESX Server when looking to consolidate some of the company's model office and development servers to save buying more hardware, as well as reducing the physical space, heat and power that is associated with a large number of servers. Prudential expects to consolidate 60 servers on two HP DL740s with VMware ESX Server enabling them to run multiple operating systems on these two machines. The company is also considering consolidating some of its production application servers onto virtual machines.

"Virtualisation brings the best practises of the mainframe into the 21st century," said Ruby. "Consolidating our servers will allow us to manage resources more effectively and react to business pressures more quickly – it will give us more agility as a company."

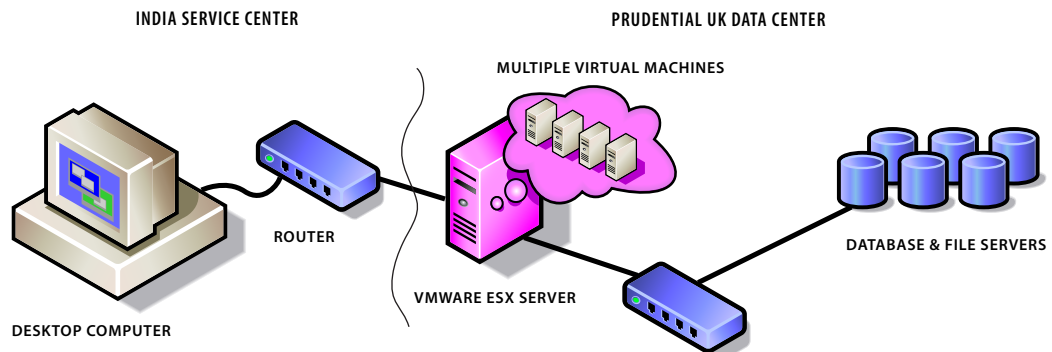
In the future, Prudential is planning to extend the remote access Ruby has achieved in Mumbai to other areas of the business, including selected third parties or remote users, such as homeworkers who access the network using ADSL.

"VMware's ESX Server has allowed us to provide applications anywhere using our standard desktop," concluded Ruby. "I can now say to colleagues it doesn't matter to me where you do business."

VMWARE VIRTUAL DESKTOP INFRASTRUCTURE AT WORK

- 80 HP DL360s with 2 processors, 4GB RAM
- Over 100 applications – including custom-built policy and contact systems
- WAN
- 900+ devices

Prudential UK's Virtual Desktop Infrastructure



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