



Customer Stories





Industry

Investment banking and securities



Size

160 employees
100 experienced brokers
12 professional investment bankers



Location

Hanoi, Vietnam



Securities Firm Reduces Downtime, Speeds Product Development



Deployment of the VersaStack integrated data center solution on Cisco Application Centric Infrastructure (Cisco ACI) helps MSI meet growing customer needs.

Maritime Securities Incorporation is a professional investment banking and securities firm in Vietnam. It provides a wide range of financial services to a substantial and diversified client base, including corporations, financial institutions, and individuals.



Watch Case Study
3 min 09 secs.

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Reading Time
3.5 mins



Business Challenge

MSI Securities, a small securities firm, had a leadership change in 2012. The new leadership brought a perfect blend of strong local insights and international experience, and had a vision to transform MSI to a top-tier firm in Vietnam.

The team identified customer growth as a primary goal, and as a result of their focused effort, they managed to grow the customer base from 2,000 to 50,000 within a short period.

But this growth had its challenges. For instance, failure of MSI's server at trading times led to customer complaints, and in some cases, demands for compensation. In a stockbroking environment, customers essentially have only two time slots a day to make wealth: from 9 a.m. to 11:30 a.m., and from 1 p.m. to 3 p.m. That's when the trading happens. If the server fails during those times and access to the network is difficult, customers can lose lucrative opportunities.





Business Challenge



MSI wanted to brand itself as a place “where wealth gets built,” but their server issues were presenting a major roadblock to that value proposition.

Other challenges came in the form of demands for more frequent development of new products. This was a big challenge for MSI from a product development, acceptance, and production point of view since MSI had no control over the existing IT infrastructure and worked off a hosted data center. All the requests and other actions related to new products had to go through several layers of processes and people, resulting in a very slow development.

It was clear that MSI had to overcome these issues to thrive.



Solution



Just creating a reliable IT infrastructure to solve the server-related issues would temporarily fix the current problem, but not solve it for long term success. With MSI's continuous growth, it would only be a matter of time before they needed to redo the IT infrastructure again. For the successful securities firm that MSI had become, it needed to think of a long-term plan, not short-term, stop-gap fixes.

If MSI wanted to develop a product fast, they would need different servers for development, acceptance, and production, a reliable network that provided access to the server, and ample storage. The virtualization would also need to be secure, and to work with various applications.

In essence, they needed complete control over all aspects of the data center and not just a new server.



Solution

The answer: VersaStack™ Solution and Cisco® ACI™ technology, which could provide a comprehensive solution for all components of a data center. VersaStack Solution is a pre-designed, integrated, and validated architecture for the data center. It combines Cisco UCS® servers, the Cisco Nexus® family of switches, Cisco MDS fabric switches, and IBM Storwize and FlashSystem Storage Arrays into a single, flexible architecture.

VersaStack Solution is designed to provide high availability, with no single points of failure. At the same time, it's cost-effective and flexible to support a wide variety of workloads.



The issue was not in server but in the data center



Business Results



- Reliable server with an ability to handle high volume usage at peak trading times
- Speedy product development
- Highly secure data center
- Ample storage

How is this solution different?

“ There are many products in the market that are good for servers, storage, etc., but when it comes to a robust solution that is good at everything, there is only one: Cisco VeraStack Solutions and Cisco ACI.

Mac Quang Huy,
CEO, Maritime Securities Incorporation

Products



Cisco Nexus 9336PQ ACI Spine Switches

- Cisco Nexus 9372PX-E Switches
- Cisco UCS 6248UP 48-Port Fabric Interconnect
- Cisco UCS B260 M4 Blade Server
- IBM Storwize v5000 Hybrid Storage
- VMware vSphere
- Cisco ASA firewalls
- Cisco ISR routers

For More Information

To learn more about MSI Securities Incorporation visit: <http://www.msi.com.vn>

To learn more about Cisco solutions for service providers, visit: www.cisco.com/go/sp

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