



Banking on data to deliver a competitive edge

A global innovator in private banking for individuals and institutions, Swiss-based REYL Group relies on immediate data access to build true partnerships with clients and deliver personalized solutions



Financial Services

Worldwide

Business needs

With its business built on banking solutions tailored to address clients' real-life needs and take advantage of the newest digital delivery mechanisms, data is the key to REYL Group's success. This requires the latest technology innovations, including a powerful, turnkey Dell EMC VxBlock converged system with a PowerMax storage array.

Solutions at a glance

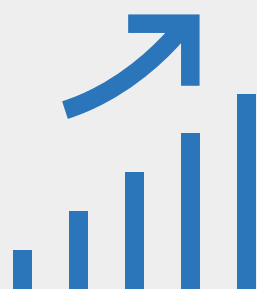
- [Dell EMC VxBlock 1000](#)
- [Dell EMC PowerMax 2000](#)
- [Dell EMC Data Domain](#)
- [VMware vSphere](#)

Business results

- 50% performance improvement expected—to meet growing demands
- Ensures sub-millisecond response times for fast access to data
- Smaller footprint to reduce data center power and cooling costs
- 99.9999% availability and SRDF replication safeguard client information
- Future-proofs REYL Group's infrastructure investment

50%+

performance improvement anticipated



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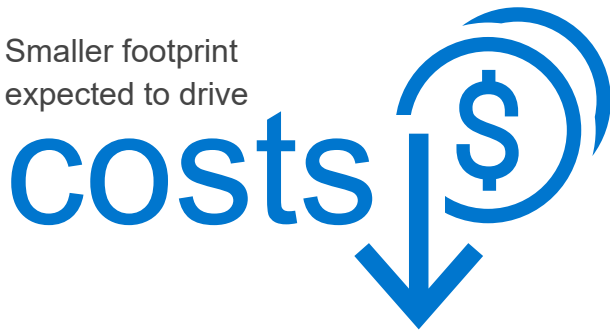
response times for better client service



Founded in 1973, the REYL Group is an independent, diversified banking organization that provides financial advisory services and investment solutions to private individuals, global entrepreneurs and institutional investors. Headquartered in Geneva, Switzerland, with offices in Europe, the Middle East, Asia, and the U.S., REYL Group employs 200 professionals and manages more than 16 billion in Swiss francs for its clients.

Needing to keep pace with a rapidly changing financial landscape while continuing to deliver solutions and services that take advantage of the latest innovations and digital technologies, REYL Group chose the Dell EMC VxBlock System 1000 converged infrastructure—including a Dell EMC PowerMax 2000 array with high-performance NVMe flash storage.

Smaller footprint
expected to drive



Data drives client-focused service

REYL Group has long focused on delivering personalized, client-focused solutions, rather than merely offering an assortment of undifferentiated banking products. This includes wealth management, asset management and services, offerings designed for clients with large corporate or family holdings, and unique services and funding for entrepreneurs and their businesses.

“Data is the key, because it helps us better understand clients and serve them with confidentiality, integrity and availability,” says Ben Musso, a managing director at REYL Group. “This is what we strive to provide our clients—always.”

To accommodate today’s new way of working—mobile and continuously connected, where information is almost instantly available—REYL Group decided to upgrade its IT infrastructure and storage.

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Ben Musso
Managing Director
REYL Group

“The best solution for our digital transformation is Dell EMC PowerMax in the VxBlock, offering exceptional performance and reliability,” Musso remarks. “We like the high-speed NVMe flash drives, inline deduplication and compression. PowerMax supports our highly virtualized VMware environment and efficiently runs databases and workloads such as SQL Server and Oracle.”

Improved performance to meet client needs

REYL Group is moving its core banking systems, portfolio management, e-banking services and office applications to the VxBlock and PowerMax. For these business-critical systems and workloads, the bank depends on extraordinary performance. PowerMax is the world’s fastest storage array, with up to 10 million I/O operations per second and sub-millisecond response times.

“Clientele won’t wait long for information, so poor storage performance costs us money,” explains Musso. “We expect at least 50 percent better performance from PowerMax.”

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Efficiency and resiliency

Dealing with large volumes of information about clients’ banking and investments makes it important to maximize efficiency and ensure data protection. With inline deduplication and compression, PowerMax can deliver up to 5:1 data reduction to help significantly shrink REYL Group’s storage footprint and reduce its power and cooling costs.

PowerMax is designed for six-nines of availability and leverages advanced replication with Dell EMC SRDF to replicate data synchronously for a highly resilient data center. Automated failback ensures that Musso and his team won’t waste time painstakingly rebuilding applications and data—and the services they support.

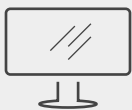
“In addition, Dell EMC Data Domain provides us good value by protecting our data and helping us to recover in the event of a disaster,” Musso adds.

Future-proofing the infrastructure

REYL Group also appreciates the Dell EMC Future-Proof Loyalty Program, which provides investment protection with programs and services that enable Dell EMC products to deliver value over their entire lifetime.

“Our favorite program elements are investment protection and clear price maintenance,” comments Musso. “This lets us know with certainty what our costs will be, year to year.”

“Dell Technologies helps our bank provide the best services through innovative technology,” Musso concludes. “We look forward to a long, continued partnership.”



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