

Business class solutions for global investment bank

Client

Poalim Asset Management (UK)

Sector

Financial

Business

Asset Management

Challenge

Provide a complete managed IT infrastructure in time for the UK business launch

Services used

- Colt managed services
- Metro Ethernet
- Voice

Poalim Asset Management (UK), a leading subsidiary of Israel's largest financial group, Bank Hapoalim, is a key player in today's global financial market. The company provides a wide range of investment banking services to investors around the world.

Bank Hapoalim has been an influential player in the financial services market in the Middle-East for more than 80 years and, more recently, has been very successful in developing its global business with the creation of 20 new offices worldwide.

In 2001, the bank opened the London office of its investment arm: Poalim Asset Management (UK), and worked very closely with Colt in the successful development of its IT infrastructure. Colt also provided essential implementation and support to enable the London business to open as quickly as possible, whilst minimising costly overheads.

The business challenge

The UK financial marketplace is highly competitive and increasingly subject to strict legislation. As a new entrant to the space, hitting the ground running was imperative for Poalim Asset Management (UK).

A critical part of making that ambition a success was getting

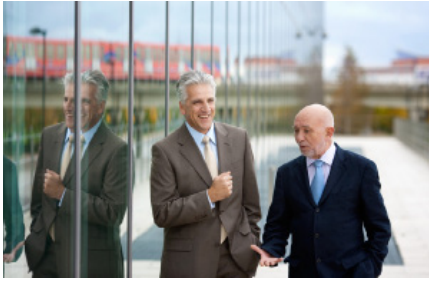
the right high quality 24/7 communications infrastructure in place quickly, and selecting a supplier who understood the complexities of the financial services industry.

Value for money, reliability and the ability to grow with Poalim Asset Management (UK) as it expands across Europe, were also crucial to the company, who were looking to quickly make a big impact in a tough market.

Poalim Asset Management (UK) assessed its own IT department and concluded they had neither the resources nor the expertise to conduct a project of this scale. As a new business in the UK, it was looking to:

- Minimise capital costs thus eliminating the option to recruit in-house ICT experts.
- Create an efficient, working and complete IT infrastructure in time for the business start date without any teething problems





// We found that the Colt Managed Services solution was by far the best fit for our business needs at a time where flexibility was key //

Simon Blum, Chief Financial and Operations Officer at Poalim Asset Management (UK).

Why Colt?

Outsourcing provided the company with a risk free and cost effective solution. Poalim Asset Management (UK) carried out initial research and found Colt to be the best fit for the business. It found the following factors were met successfully by Colt:

- Full design and implementation
- Managed infrastructure for critical customer facing applications
- Suite of Managed Security Services to protect sensitive client data
- High levels of built-in resilience to ensure maximum service availability
- 24x7 management and support
- High speed links into the London office providing dedicated bandwidth

Value for money

Poalim Asset Management (UK) felt that Colt also best met their need to minimise costs by providing a complete solution with predictable costs for equipment, creating a lower Total Cost of Ownership (TCO) for the business.

Business Continuity

Colt's solution also met the company's evolving need for business continuity and disaster recovery. This was driven by the importance of the client data held in the systems as well as meeting increasing regulatory requirements. These requirements have increased significantly in the financial sector, where data retention is concerned. For example, the frequency of back ups has been increased to meet ever more demanding disaster recovery needs.

Flexibility

Colt's flexibility was highlighted in initial discussions and has been a great advantage to the company over the years. Colt was able to meet the increasing storage requirements of the company, which has been driven by continuous business growth and increasing regulatory compliance. The ability to increase the storage requirements at any given time was vital to the service Poalim Asset Management (UK) intended to select. "The flexibility of Colt Managed Services really helped us meet our business objectives", said Blum.

Guaranteed Service Delivery

Colt has provisioned the company with 24x7 support, backed up by a comprehensive Service Level Agreement (SLA) for all elements of the solution. As a single supplier, Colt took responsibility for end-to-end service delivery and built in high levels of resilience to ensure maximum service availability. This guarantees a highly reliable service which was crucial for business efficiency and continuity.

The bottom line

One of the most significant and influential factors for any growing business is to know that the impact to the bottom line is being kept to a minimum wherever possible. Poalim Asset Management (UK) was able to see that they would best be able to do this with Colt. Simon Blum points out that "Colt gave us the ability to access the best technology without counting the technology as assets on our balance sheet which was a real bonus".

Implementing the service

As a new business, time was of great importance. Colt had to work fast in order to provide the service in a speedy yet efficient manner. A dedicated fibre connection was provided to the company's central London office and the work was finished significantly ahead of schedule, ready for the office launch date, thus providing staff with an effective telecommunications service from day one.

Simon Blum highlights "Colt understood our business and its requirements. Its technical knowledge also meant they were able to suggest a technology that would lend itself to upgrades, therefore giving us access to the latest technology as our business evolves".

The result

Over a three year period Poalim Asset Management (UK) has seen the service it receives from Colt excel in all areas it initially looked to fulfil including:

- A robustly secure and reliable service for the day to day business
- Good value for money
- Proactive client relationship

Poalim Asset Management (UK) has just signed a new contract with Colt until 2012, to continue to provide the solution which has now become valuable to the core of the business.

Next step

To arrange a consultation or to discuss how Colt can help you:

Call: +44 (0) 20 7390 3900

Email: info@colt.net