

## Financial Services Company reaps big dividends with Penta's Application Hosting Solution.

### Challenge

During an era of heightened customer demand and market competition, small financial services companies are increasingly looking to be ahead of the curve by offering innovative and efficient services to an ever demanding, global customer base.

Company Confidential, a privately held Financial Service firm specializing in family asset management and investment services was meeting its business goals, but soon realized an opportunity to grow operations outside their current market. This unique opportunity came with some inherent obstacles most of which could be resolved by choosing the right technology partner. Specific IT requirements included the setup of a small IT infrastructure in another city with 15 connected users, email and Blackberry service, data storage and daily backup of all transactions and files to a secure location.

### Penta Solution

Penta's approach to this challenge was met through its expertise in the Application Service Provider (ASP) model of service. The solution called for a dedicated Citrix server to be hosted inside Penta's world class, secure data center (in Geneva) loaded with Microsoft Exchange, Blackberry and MS Office Applications. To provide an added layer of workplace connectivity between the two locations, Microsoft SharePoint Server was also added to the solution offering.

### Results

From a cost standpoint alone, Company Confidential will enjoy savings of approximately 40% over a three-year period by utilizing an ASP model of service as opposed to housing a traditional IT department. Additionally Company Confidential's employees can now better serve their customers' needs by accessing a centralized repository of collateral materials including business forms, brochures, estimates and client information via a secure connection. From a communications standpoint, the Enterprise Blackberry service connects to the Exchange server allowing email users to access their emails in real time, request and receive appointments – all within a secured environment.

### Lessons Learned

The shift towards outsourcing IT infrastructure and services to a trusted ASP partner (versus establishing an in-house IT department) can lessen the technical and financial burden to a company while providing a vast contribution to operating efficiency and resource management.

### Key Benefits of Application Hosting

- Absolute Confidentiality. Modeled after Swiss Banking Laws.
- Secure Access at work and on the go.
- Full support, 24 hours a day, seven days a week.
- Daily backup of data files.
- Full suite of latest Microsoft products, including MS Office, Visio and Project.
- Can also install client specific software.
- Secure Blackberry service.
- Custom solutions for vendor specific applications.