

As one of Vietnam's top five securities companies, **Bao Viet Securities Co. Ltd.** (BVSC) requires a fail-proof storage system that can respond nimbly to rapid market movements while ensuring data security. Pure Storage's all-flash arrays have significantly streamlined its data operations, improved manpower and space efficiency, and accelerated BVSC's plans to tap on Big Data analytics in order to meet the needs of global clients.



#### BUSINESS TRANSFORMATION

With fast, streamlined access to data and applications, BVSC is able to manage high-frequency trading activities more effectively and make real-time portfolio recommendations in a dynamic market environment. Manpower is freed up to perform more value-adding tasks, and high-security applications for data analytics run smoothly in an encrypted environment.

#### GEO

Vietnam, Southeast Asia

#### INDUSTRY

Financial Services

“Pure Storage has significantly improved our operations, so we can remain competitive and sustain our position as one of Vietnam's leading players in the securities trading space.”

Nguyen Phuc Nguyen,  
CIO, BVSC

#### BRINGING NEXT-GENERATION DATA PLATFORM TO VIETNAM'S FINANCIAL SECTOR

Bao Viet Securities Joint Company (BVSC) is a Vietnam-based provider of investment services and ranks among the top five securities companies in the country. Servicing over 60,000 customers in securities and stock trading, as well as corporate trading and consulting, BVSC has offices in Hanoi, Saigon, and other cities across Vietnam, with over 360 employees. It also counts numerous global giants among its clientele, including BlackRock, Franklin Templeton, JP Morgan, Merrill Lynch, and UBS, among others.

As Vietnam evolves from a frontier marketer into an emerging market, global interest in the country is growing. With BVSC increasingly handling an expanding pool of data from across the world, it needs to streamline data operations and effectively manage high-frequency trading activities that require real-time response and zero downtime.

Before implementing Pure Storage's solutions, BVSC relied on a fragmented legacy storage system. “It was a very complicated process, and we had to deal with complex procedures that required many people to manage the systems. Naturally, it was very costly and inefficient,” said Nguyen Phuc Nguyen, Chief Information Officer, BVSC. Relying on many devices also meant that replication of data was problematic, and accessing high volume became difficult.

BVSC therefore prioritized modernizing its storage infrastructure, as it recognized that data storage plays a big role in determining customers' choices in today's data-driven world. Pure Storage's all-flash solution emerged as a compelling proposition, as BVSC was looking for a competitive, agile system that would simplify operations. As the fastest and most advanced technology, Pure Storage's all-flash arrays represent a clean break from traditional storage. Since deploying the FlashArray//M20, BVSC has seen a 30% improvement in the time it takes to consolidate data.

While there were other competing offerings in the market, Pure Storage ultimately came out on top, especially because of its Evergreen model, which is unprecedented in Vietnam. Nguyen said: “We received several proposals to be the first to deploy flash technology in Vietnam, but with many of them, there was no assurance of future compatibility, so we might even have to go through the trouble of retiring the system and purchasing a new one. With Pure Storage's Evergreen model, this would not be an issue; as our needs grow, we will just need to replace the controller, with no forklift upgrade needed.”

Pure Storage's compelling price per gigabyte and strong performance in data processing were other key reasons why BVSC decided to tap on Pure Storage. Adopting Pure Storage has also helped BVSC reduce rack space by one-third and thus, power consumption as well.

**COMPANY:**

Bao Viet Securities Co. Ltd. -  
[www.bvsc.com.vn](http://www.bvsc.com.vn)

**USE CASE:**

- Database – Oracle
- Virtualization – VMware

**CHALLENGES:**

- Outdated system could not keep up with growing global demand
- Complicated infrastructure consisted of many fragmented devices
- Extensive resources needed to manage storage

**IT TRANSFORMATION:**

- Response time for key database query slashed by 3x
- Improved capacity to run high-security applications
- 60% IT resource reduced for maintenance
- Smarter analytics enhance future-readiness

“With streamlined operations and tighter data security, my team has been able to develop smarter solutions for our clients in Vietnam and globally, so the impact on our business is fundamental.”

Nguyen Phuc Nguyen,  
 CIO, BVSC

**MEETING NEW DEMANDS AT INTERNATIONAL LEVEL**

As BVSC works with international corporations who demand smart and high-frequency trading, the company needs a virtualized environment that can manage heavy application demands and ensure low latencies, especially for making real-time recommendations on trading portfolios. “Storage is the first thing that we look into, because everything else depends on it. Pure Storage’s all-flash ecosystem has made a huge difference to our speed and ability to serve clients at the global level,” said Nguyen. He added that data security and encryption are another important dimension that Pure Storage’s platform has addressed well, giving BVSC and its clients peace of mind.

The enhanced performance that comes with Pure Storage’s platform has boosted BVSC’s confidence and ability to implement a new analytics software that will take smart trading and portfolio management to the next level. It also sets the stage for BVSC’s opening of a new, modern data centre in Saigon that will further bolster its data management and analytics capabilities through synchronous replication. “Having the best-in-class technology from Pure Storage means we can consolidate our infrastructure seamlessly across locations and make our system more reliable as a whole,” said Nguyen.

**RELIABLE AND EFFICIENT SERVICE – THROUGH THE CLOUD**

Having been used to the typical complexity of most storage systems, Nguyen was pleasantly surprised to experience firsthand the simplicity of Pure Storage’s deployment process. The Pure Storage team helped manage the initial installation, but thereafter, Nguyen acknowledged that even with little training, BVSC’s team could manage and monitor the system easily.

Nguyen also praised the cloud-based Pure1 system for being highly intuitive and easily accessible on mobile and through the web. This way, he can monitor the system’s health even while on the go. “We noticed that once Pure Storage came onboard, problems that we used to have with upgrades and software maintenance simply disappeared,” Nguyen said. He added that health checks and upgrades are done remotely and proactively by Pure Storage, so that any day-to-day incidents or even contingencies like power outage can be addressed readily. “We would be notified by phone or email, as if Pure Storage had become an extension of our team.”

Pure Storage’s fuss-free and efficient solutions have also helped BVSC reduce the manpower required to manage its data storage. While it used to take five people to maintain the system, it now deploys just two people, who also find it easier now to undertake other value-adding tasks.

“Pure Storage has made us more efficient as a company, boosted performance, and significantly reduced cost. I am also particularly happy with the support that Pure Storage provides because of their proactive approach,” he said.

“You cannot put a number on simplicity and peace of mind.”

Nguyen Phuc Nguyen,  
 CIO, BVSC



148 Neil Rd, Singapore 088877  
 T: +65 6908 9700 [www.purestorage.com](http://www.purestorage.com)