

Deutsche Bank

Deutsche Bank CIB (Corporate and Investment Bank) is a division of Deutsche Bank International, one of the leading international financial service providers. Deutsche Bank CIB (CIB) has thousands of staff members worldwide in order to offer a full range of investment products in over 40 countries. CIB has one of the world's largest trading teams and has strong presence in all major centers in FX, Equities, Fixed Income, Money Dealing, Emerging Markets and Connected Derivatives business.

CIB covers clients from the public and institutional sectors as well as small and medium-sized enterprises and large corporations. Customers are served by a team of dedicated relationship managers.

The Situation

CIB required a solution connecting over 40 international locations for the creation of a secure desktop video extranet between CIB sites as well as between Deutsche Bank International and partner locations. The goal of CIB was to create a solution that provided for instantaneous and secure desktop video conversations between geographically dispersed trading desks. Since the financial industry is highly time sensitive and founded upon client relations and interaction, a solution that could provide an immediate "instant messaging" type of video application was an absolute requirement. CIB's existing conference room infrastructure utilizing ISDN and leased lines was significantly hampered by several factors:

- Prohibitively expensive to use on an ongoing basis
- Was not universally available to the "rank and file" employees
- Connect times for ISDN were excessive
- Experienced dropped conference calls on a regularly basis
- Solution was not scalable to more users and locations

CIB's business required completely reliable, always on, cost effective video transport. The existing ISDN/Leased Line solution was inadequate to support such a model. Further, CIB was interested in outsourcing end-to-end WAN management but with access to video performance reporting. SLAs guaranteeing the performance and reliability of the network were a must as well as an expressed deployment cycle with no service interruption.

"Virtela just wiped the floor with the competition—in terms of presentation, response to our RFP, approach, provisioning and after sales support. Virtela's helpdesk really knows how to help, and keeps us informed of problems before we have even realized there was a problem! Try getting that from (the major carriers). And the overall performance of the network is amazing."

- Vince Haines, Deutsche Bank

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Industry Focus

Global Investment Products

Size

77,400 Employees, More than 12 Million Customers

40+ Locations
(2,500+ Desktops) Both
Domestically and Internationally

Challenges

Replace existing ISDN and private line conference room video conferencing infrastructure with a secure, lower cost, higher performance desktop video solution to both employees and extranet partners

Solution

Virtela Secure Managed
Desktop Video

Bottom Line

Virtela's Video WAN reduced CIB's overall video costs by 48% while increasing their bandwidth and offering a much higher level of redundancy

Virtela Solution

Leveraging global access and a high-performance intelligently routed multi-backbone infrastructure, Virtela was able to address each of CIB's pain points:

Prohibitively Expensive to Use on an Ongoing Basis	Virtela's Video WAN reduced DB/CIB's overall video infrastructure costs by 48% while increasing its bandwidth and offering significant redundancy and performance increases.
Was Not Universally Available to the "Rank and File" Employees	The reduced cost and flexible nature of the solution allowed video to be distributed to a larger audience of employees at the desktop level.
Connect Times for ISDN Were Excessive	Virtela's solution is a dedicated "always on" connection allowing for instantaneous conferences between individuals.
Experienced Dropped Conference Calls On a Regular basis	Virtela's implementation is designed for "always on" incorporating built in redundancy to prevent any dropped conferences.
Solution Was Not Scalable to More Users/Locations	Virtela's solution is inherently scaleable and is able to leverage any connectivity anywhere in the world.

The Bottom Line

An intense focus on customer requirements and a unique scalable approach to designing and implementing IP VPN solutions enabled Virtela to provide CIB with a secure desktop video solution that is ideally suited to their business. With an immediate cost savings of 48% yearly over the existing solution (actual savings are significantly higher due to flat rate usage charges), Virtela IP VPN was the answer to a number of global networking challenges.

This is one example of Virtela's experience and set of solutions for the financial marketplace. Due to a focus on this industry, Virtela understands such companies business, networking and application needs.

Who We Are

Virtela, the world's largest independent managed services company, offers award-winning managed services including MPLS and IP-based Virtual Private Networks (VPNs), Security, Application Acceleration, Remote Access, and WAN/LAN Device Monitoring and Management, to some of the most competitive multinational companies in the world. Offering services in 190 countries, Virtela integrates and manages best-of-breed service providers through partnerships with 500+ carriers, to address the unique needs of its customers.

Virtela is headquartered in Denver, Colorado, with Global Network and Security Operations Centers in Denver; Mumbai, India; and Manila, Philippines. For more information, please visit www.virtela.net.