



# Barclays Bank - London

SUCCESS STORY

## DRAMATIC REDUCTION OF TCO WITH ASG'S CLOUD COMPUTING PLATFORM

### CHALLENGES

- Outsourced desktop based on XP, several legacy Windows desktop platforms (Windows 2000, NT)
- Outsourced desktop costs were higher than market-benchmark
- Desktop rollout with outsourcer too slow
- Data and Applications not consolidated
- Need for greater compliance with audit requirements  
FSA for Archiving electronic communication (e.g. Mail, IM...)

### RESULTS

- Dramatic reduction of TCO
- Savings estimated at more than £100M over five years
- Technology solution to support global business targets through greater agility and flexibility
- ASG helped Barclays Bank develop a technology solution to support global business targets through greater agility and flexibility.

### OVERVIEW

Barclays Bank, London is one of the top five retail banks in the United Kingdom, with more than 120,000 employees and more than 200 offices in the UK. Additionally, it operates in more than 60 countries around the world.

#### Goal

- Dramatic reduction of TCO
- Creation of flexible and centralized architecture, enabling global growth as a Top Five Bank

#### Project

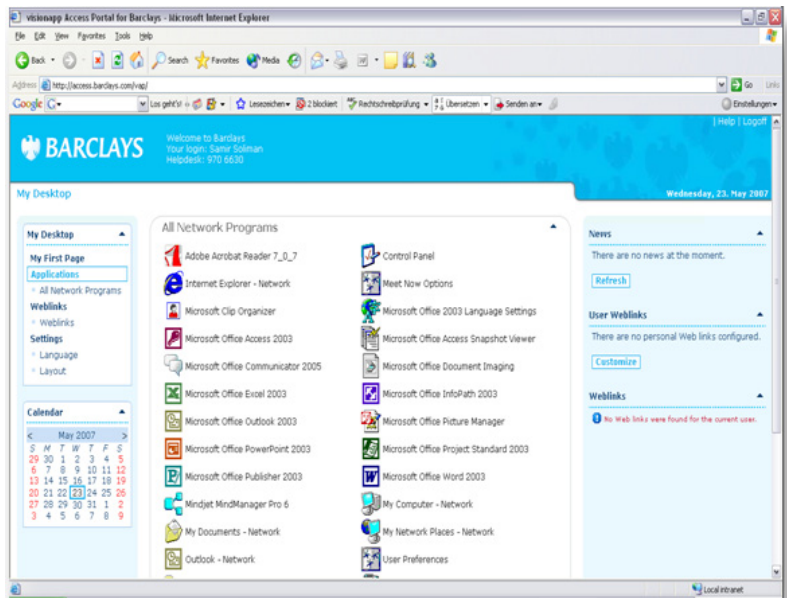
- End of 2005: Pre-study for development of target architecture
- Q1 2006 - Q4 2006: Development of new desktop platform in cooperation with new Outsource Partner and Microsoft
- Pilot with about 1,000 users from Q4 - Q2 2007
- Q3 2007: Optimized rollout
- Since Q4 2007: Mass rollout to central and branch offices

#### Role of ASG

- Lead architecture role
- Strategic consulting across program
- Design, development and delivery of central Infrastructure
- Managed Service Partner for all Microsoft and Citrix issues
- Delivery of key software products

## Key functionalities and benefits of ASG CloudFactory for Enterprise Private Clouds:

- A complete infrastructure optimization without the burden of costly and complex application re-engineering. ASG CloudFactory projects typically start with a deep, fundamental optimization of the client's current infrastructure and service delivery model. The result: a highly optimized private Cloud infrastructure on-premise, with true multi-vendor support for underlying x86 foundation technologies from Microsoft, VMware, Citrix, and others – avoiding vendor lock-in.
- In future stages, infrastructure workloads and application services can be seamlessly migrated to public Cloud services and can be managed on a hybrid Cloud model across multiple providers.
- Dramatically reduces the costs of IT operations.
- ASG CloudFactory delivers an 30-50 percent efficiency gain by optimizing Data Center, Servers, Client / Endpoints, and Service operations in a unified, highly synergetic model.
- Increases simplicity and optimizes users experience by providing a stunning "single pane of glass" to all Cloud services from an end users perspective.
- Decreases time-to-market while increasing productivity and agility.



Barclay's new global desktop.

## ABOUT ASG

A recognized innovator in enterprise IT software solutions, ASG Software Solutions has been optimizing 85 percent of the world's most complex IT organizations for over 25 years. We create and deploy unique software solutions that reduce cost, mitigate risk and improve service delivery throughout the IT lifecycle. ASG's comprehensive solutions help you solve today's challenges, such as Cloud Computing and big data, while driving your business forward by providing insight and control across Cloud, distributed and mainframe environments.

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