

PNC FINANCIAL SERVICES

SUCCESS STORY



COMPANY

NAME: PNC Financial Services

LOCATION: Pittsburgh, PA

INDUSTRY: Financial

PRODUCTS AND SERVICES: Deposit, lending, cash management and investment services

REVENUE: \$16.2 billion in 2009

EMPLOYEES: 55,820

WEBSITE: www.pnc.com

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Ron Pepin, Vice President and General Manager
of Data Center Operations at PNC

BUSINESS CHALLENGE

- Disparate, manual, and inefficient processes that increased time to deliver and business risk
- Decision making and planning efforts that were reactive, rather than proactive, and based on plate data and inaccurate inventory records
- Inability to accurately forecast power, cooling, and space for moves, consolidations, and other changes
- Inability to share data across the organization to manage and support infrastructure capabilities, utilization, and allocations

WHY nlyte SOFTWARE

- Independent, vendor-neutral, open solution
- Clean, user-friendly application interface for rapid adoption
- Ability to handle both virtual and high-density data center environments
- Flexibility to use Microsoft Reporting Services
- Workflow flexibility
- Easy alignment with – and support for – ITIL processes

BENEFITS

- Ability to accurately model data centers moves, build-outs, and other changes without reliance on costly outside consultants
- Accurate understanding of assets and performance via access to real-time data on space, power, and cooling
- Rapid return on investment (savings paid for the initial install in three months and the three-year software license in just a year)
- Identification and decommissioning of nearly 500 orphaned servers, which freed up half a megawatt of power and extended data center life from five years to 15 years
- Savings that enabled the CIO to reallocate IT budget from 70% operations/30% for development to 40% operations/60% development
- Faster, more efficient asset lifecycle management that lowers business risk

PNC BANK

BACKGROUND

With more than \$290 billion in assets, PNC is one of the largest financial services firms in the country. PNC acquired National City Corp., another bank based out of Ohio, on October 24, 2008 – and with it they gained a world-class data center that’s managed using the nlyte DCPM Suite. With the conversion of National City to PNC completed in June 2010, Ron Pepin, Vice President and General Manager of Data Center Operations at PNC, expects that the company will deploy nlyte across all PNC data centers.

BUSINESS CHALLENGE

National City Corp. hired Pepin to manage and optimize all of its data centers. “It quickly became apparent that we needed a new system for managing space, power, and cooling,” he explains. “Like most of the data center world, we were managing and planning by the seat of our pants using spreadsheets and homegrown solutions.” Planning decisions were based on device plate values provided by device manufacturers to estimate heating, cooling, and space requirements, which, he notes, are usually overkill by a substantial amount. So Pepin and his team didn’t have accurate, real-time information needed to make informed decisions, control costs and mitigate risks. “We needed a system that would enable us to proactively manage the entire footprint of our data centers based on actuals – one that would also work with the new ITIL models and integrate with our databases and systems.”

SOLUTION

Pepin developed an RFP around their core requirements, evaluated five different data center management solutions across 137 different points of comparison, and requested proof of concept test cases from the top-scoring vendors. During nlyte’s test case, which included results across five disciplines (install, move, change, decommission and general), the nlyte Suite scored the highest by far, with 94 points (compared to the next highest score of 43 points). “I also liked the fact that nlyte is a vendor neutral solution, so we can manage all of our assets efficiently,” states Pepin. “Other products are owned by parent companies that manufacture servers, so their management software is only designed for a specific type of platform.”

RESULTS

The company deployed the nlyte Suite in just a few days and realized rapid ROI. “The savings from our initial consolidation paid for the initial install in just three months, and the cost savings we realized in the first year alone paid for our

three-year software license,” explains Pepin. Most of these savings were the result of decommissioning nearly 500 orphaned servers that, according to their records, were valid assets. “With nlyte, we not only freed up half a megawatt of power, but also extended the life of our data center from five years to 15 years. As a result, our CIO has been able to reallocate budgets from about 70% for operations and 30% for development to 40% for operations and 60% for building tools for the business.”

Day-to-day asset lifecycle management is also faster, more efficient, and lower risk. States Pepin: “Now we can manage the entire life cycle of an asset – from deployment and ongoing management to decommissioning – using a highly efficient process and make decisions based on hard facts.”

In addition, the data center team can create any number of accurate, detailed what-if scenarios when planning for moves, build-outs, and consolidations – complete with near real-time statistics on power, cooling, and space. This mitigates most risks associated with changes and eliminates the need to bring in costly consultants. “Before, we would have paid

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outside experts at least \$50,000 to \$100,000 just do the evaluations and plan and map out where things would go,” states Pepin. “But using the tools and modeling capabilities of nlyte, now we can do this ourselves.” The company has already saved approximately eight months of employee and vendor planning time – which he estimates as adding \$750,000 dollars to the bottom line.

And finally, Pepin is capitalizing on the fact that nlyte has open APIs. Explains Pepin: “Most tools are proprietary money pits – you can’t even add a device icon without going to the vendor and paying more. But with nlyte, I can do whatever I want with it – and it’s saving us hundreds of thousands of dollars.” For example, he’s importing real-time data regarding energy use into nlyte, enabling the data center team to make decisions about power and cooling based on real-time statistics. “We can also use this data to provide upper management with hard facts about improvements as we make changes, as well as prove compliance with government mandates.”