

HP powers financial powerhouse

Raymond James Financial experiences growth, agility using family of HP servers



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—Tim Eitel, Chief Information Officer,
Raymond James Financial

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The logo for Raymond James Financial, Inc. is shown in blue text on a white background. The text is arranged in two lines: 'RAYMOND JAMES' on top and 'FINANCIAL, INC.' below it.

The financial services industry is among the most intensely scrutinized and heavily regulated sectors of the American economy today. It is also one of the most dynamic. Change is the one constant in the continually evolving financial services industry market. That's why it's vital for financial institutions to reduce costs and increase IT performance wherever and whenever possible — all while building a more agile information technology infrastructure.

At Raymond James Financial, IT has long played a critical role in the company's performance. Delivering solid financial advice to investors requires rapid access to the right information, from detailed market reports to real time updates of a client's accounts. Second by second, minute by minute, IT not only provides management with tools and insight to run the company, but actually drives every service Raymond James offers. And all at an accelerating pace.

Changing requirements

"In the years I've been with the company, trading activity has increased dramatically, new investment products have been added, and government regulation has created tremendous challenges for the business," said Tim Eitel, Chief Information Officer. "Our applications today must handle 20, 30 or even 40 times the volume they did a few years ago. For that we need robust systems with high availability. That's why we've chosen to develop a strategic relationship with HP."

Founded in 1962, Raymond James Financial is now one of the largest financial services firms in the United States. The company provides investment, financial planning, investment banking, asset management, banking and trust services to individuals, corporations and municipalities. Its three wholly owned broker/dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd. have more than 5,000



financial advisors serving approximately 1.3 million accounts in more than 2,100 locations throughout the United States, Canada and overseas. Total client assets are approximately \$138 billion, of which the firm's asset management subsidiaries manage approximately \$25 billion.

Strong internal expertise, coupled with strategic relationships

Like any good financial services provider, Raymond James considers every strategic move, especially when it comes to IT. "In IT, we've chosen to accomplish a lot of things in-house, particularly things related to brokerage," explained Eitel. The company's large technical staff takes charge of new technology implementations and long-range planning.

The company also, however, works closely with strategic IT providers including HP and Microsoft. IT consolidation is a continuing goal, to provide a simple, manageable IT infrastructure. As Raymond James consolidates and integrates its systems, it plans migrations in consultation with HP and Microsoft. For example, the company conducts application benchmark testing and capacity planning at the HP Solution Center in Houston to facilitate software and hardware migrations. Eitel and other Raymond James IT executives sit on HP customer councils to stay aware of the latest HP products that can serve its business.

"From a hardware perspective, we view the relationship with HP as a key part of our technology strategy," Eitel said. "We want our applications to run as efficiently as possible. Working with a technology leader with a broad portfolio of products is important to us. HP gives us a combination of hardware, support and technical expertise."

HP hardware runs critical applications

Having standardized on HP servers, Raymond James uses a wide range of systems from the HP ProLiant family to HP NonStop and 64-bit HP Integrity Superdome servers. It relies on 24x7 hardware maintenance for the ProLiant and NonStop servers, and HP Proactive-24 support for Integrity Superdome servers.

All of Raymond James' mission-critical applications run on HP hardware. For example, the company turned to HP to build a high-performance, standards-based data warehouse and decision support system for its financial advisors. Financial advisors typically are forced to consult numerous different sources for information prior to advising clients; in the past, the lack of a single source of portfolio and investment data routinely caused delays in customer service. The new data warehouse provides advisors with a single point of reference for accessing data, and a flexible, dynamic online view allowing them to drill down and filter information quickly.

Challenge

- Provide high-availability systems for trade processing.
- Integrate legacy applications to run more efficiently and communicate with one another.
- Standardize on single platform for back office and management applications.

Solution

- HP Integrity Superdome servers.
- HP NonStop servers.
- HP ProLiant servers.
- Microsoft Windows Server 2003 Datacenter Edition and Microsoft SQL Server 2000 Enterprise edition.
- HP Proactive-24 support services.
- HP 24x7 hardware maintenance for NonStop and ProLiant servers and desktops.
- Business Continuity and Availability solutions.
- HP Solution Center for application and benchmark testing and capacity planning.

Results

- Five-fold improvement in data warehouse application will cut costs and improve performance among financial analysts.
- Uninterrupted service for trading applications with hot backup in remote data center.
- Management applications optimized, yielding up to 800 percent increase in concurrent user support and \$85,000 in savings for a single employee benefit application.
- Capacity to accommodate 20 percent annual growth in data volume.
- Reduced risk and faster deployment using HP Solution Center equipment and expertise.

Raymond James chose HP Integrity Superdome servers with Itanium 2 processors because of their superior performance and industry-standard architecture. The warehouse runs on Microsoft Windows Server 2003 Datacenter Edition and Microsoft SQL Server 2000 Enterprise edition, tailored to the 64-bit environment. HP and Microsoft have collaborated closely on developing 64-bit Windows implementations for Itanium-based servers.

HP Integrity Superdome servers with Windows also offer unmatched scalability. For the data warehouse application, benchmarks show the Superdome servers provide a five-fold performance increase over the company's previous, 32-bit systems. That translates to improved profitability due to cost reductions and improved productivity among financial advisors. Two years after the data warehouse launch on Integrity Superdome servers, Eitel said he would give HP and Microsoft an "A" for both technology and support on the project, and that for any future large applications that are typically CPU-constrained, Raymond James would standardize on HP Integrity Superdome servers.

Other important applications that run on HP hardware include:

- Brokerage applications. Raymond James has run its brokerage business on HP NonStop s86000 and s88000 servers for many years. NonStop servers were chosen for their high reliability and scalability. On any given day, trading volumes can exceed the average

trading volume by 70 percent. NonStop servers provide the performance, reliability and scalability required by Raymond James, while reducing operating costs.

- Business Continuity solutions. In addition to the corporate data center at its St. Petersburg, Fla., headquarters, Raymond James has established a Business Continuity facility in Detroit with duplicate NonStop servers and associated storage. "Living in Florida's hurricane alley, we realize it's important to have a hot backup center that can be active quickly," Eitel said. "It's important for customers to have confidence that weather isn't going to shut down our business. And HP is a great partner for that. When we declare a disaster, HP has been able to provide us with additional hardware in less than 24 hours. We feel very comfortable that HP can provide what we need."
- Back office and internal management applications. Raymond James has some 700 ProLiant DL380 and DL580 servers running under Windows deployed throughout the company. Standardizing on ProLiant servers for office productivity applications increases value and reduces maintenance costs. One example: an internally developed benefits application. Fine-tuning the application on HP ProLiant servers running Veritas InDepth for SQL Server has improved response times and resulted in 800 percent increase in concurrent user support, \$85,000 in cost avoidance savings, and the ability to accommodate 20 percent annual growth in data volumes.

At a glance

Company: Raymond James Financial

Industry: Financial Services

Headquarters: St. Petersburg, Fla.

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URL: www.raymondjames.com

Primary business: Raymond James Financial is one of the largest financial services firms in the United States, with 2004 revenue of \$1.8 billion. The diversified financial services holding company provides financial services to individuals, corporations and municipalities through its subsidiary companies. Its three wholly owned broker/dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd. have more than 5,000 financial advisors serving 1.3 million accounts in 2,100 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$138 billion, of which are approximately \$25 billion are managed by the firm's asset management subsidiaries. Established in 1962 and a public company since 1983, Raymond James Financial is listed on the New York Stock Exchange and its shares are owned by more than 13,000 individual and institutional investors.

Future: integrating legacy apps, continued migration to 64-bit processing

Looking ahead to the future, Raymond James is developing a new brokerage platform known internally as the Premier Information Platform (PIP). The company recently engaged HP to test the integrated trading and data mining application using 64-bit HP Integrity Superdome servers — Raymond James' platform of choice — at the HP Solution Center in Houston, Texas

"One of the great values of our relationship with HP is the ability to build a major systems and application test at HP solution centers," Eitel said. "HP provides the hardware and networking infrastructure, and work with us to find the bottlenecks and evaluate performance of the application on new hardware, reducing risk and allowing us to deploy our solutions faster."

PIP represents the platform of the future for Raymond James Financial, integrating legacy applications and customizing them for the 64-bit Itanium 2 processing environment. "We're taking systems built over the past 25 years, on different platforms, in different languages, and integrating them in a Windows environment running on Superdome hardware. That combination gives us a powerful, open systems platform with powerful processing and the robust enterprise capabilities of Windows server software," Eitel said.

Perhaps most important, with HP's help, Raymond James will be synchronizing its business and IT capabilities. "For the first time in many years, all the applications will know about each other and communicate efficiently among themselves. IT will help the many parts of our business function as one."

Valued long-term relationship

Raymond James' use of HP computing platforms extends to a time when NonStop servers were sold by Tandem,



and ProLiant servers by Compaq. Mergers brought both platforms under the HP banner. "For us, the mergers have been very positive. They have consolidated resources under one umbrella so that we have only one relationship, one source for systems and support," Eitel said.

HP has been powering high-volume, business-critical systems at Raymond James and throughout the financial services industry for more than 20 years. Having a broad portfolio of HP products to choose from gives Raymond James the agility to adapt quickly to change, and the vision to employ the best technology for its needs.

"They have a size that fits whatever our need is, which helps us to get the best value for our IT dollar today," Eitel concluded. "Even more important, they're helping us make the right decisions for the future."

For more information on how working with HP can benefit you, contact your local HP service representative, or visit us through the Internet at our world wide web address:
<http://www.hp.com>

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