



Case Study

Intel® Xeon® Processor

Intel® Pentium® 4 Processor

Financial Services

Technology Adoption

Accelerating Digital Wealth Management

WE Financial Services drives online investment service for customers with Intel® architecture-based solutions

When Pakistan-based WE Financial Services, a well-established corporate member of the Karachi Stock Exchange Guarantee Limited, decided to start its online division, WE Online.biz, a major investment was required to revamp its entire IT division to meet the demanding requirements of the online trading business.

WE Financial Services

“Intel® Pentium® 4 processors and Intel® Xeon® processors provide a high-speed, reliable, and scalable platform for our client’s range of customized applications.”

Faisal Sheikh
Director, Technology and Infrastructure
SoftWise Technology

Challenge

- WE Financial Services needed to start an online trading division to cater to the growing needs of Internet-savvy investors.
- A brand new IT solution that was both robust and secure was required to provide the necessary infrastructure for online transactions.
- In addition, WE Financial Services needed a database system that would hold critical customer information to facilitate the work of customer relationship staff.

Solution


- Upgrade existing IT infrastructure by deploying high-grade 64-bit servers to serve as consolidated customer data centers for WE Financial Services.
- Extend the use of powerful desktop PC clients throughout WE Financial Services for ease of access to the central database.
- Utilize broadband Internet connectivity for Internet access and web hosting.

Assessing the Situation

Today’s new financial products and services grow in number and complexity. From the open outcry system in the early nineties to the screen-based trading of the late 90s, stock exchanges have witnessed numerous changes due to advances in modern technology.

With the phasing out of the traditional open outcry system in Pakistan, computerized broking is now widely available in the form of online trading for Pakistan investors, and WE Financial Services’ customer service challenges evolved along with the trend.

As a growing number of investors become Internet-savvy, WE realized that it needed an online trading system to meet the increasing demands of investors who are looking for services that are able to provide them with trading information and transaction executions in real time.



Intel® architecture provided WE Financial Services with robust, powerful solutions for a responsive and secure customer experience

The introduction of the online trading system, WEonline.biz, was the first of the latest steps in WE's roadmap to bring investment capabilities to the keyboards of its clients.

Spotlight: WE Financial Services Ltd

- Established in 1993, WE Financial Services Ltd is a well-established corporate member of the Karachi Stock Exchange Guarantee Limited.
- An active stockbroker catering to a large institutional and high net worth clientele, WE Financial Services' clients benefit from the company's focused research, advisory services, and highly competitive execution capability in covering Pakistan's capital markets.
- WE Financial Services is also an early adopter of information technology that has enabled the company to introduce an online trading system (www.weonline.biz).
- WEonline.biz is the first of a series of steps in WE Financial Services' strategy to bring high-tech investing to its clients.
- Focusing on the concept of an online portal for informed investors, WEonline.biz strengthens client confidence in WE by providing investment-related information and allowing secure online transactions in real time, regardless of investor location.
- Today, WE Financial Services serves more than 1,500 online clients daily and prides itself on its quality commitment to clients, who conduct over hundreds of thousands transactions daily totaling several hundred millions rupees.

Through a rigorous focus on the implementation of the concept of an informed investor, WE Financial Services provides an online portal for its clients to make information-supplemented investment decisions, strengthening client confidence in WE by allowing them to execute their transactions in real time anywhere in the world.

In addition, WE also needed a more comprehensive and robust customer database for staff to cater to clientele that demand timely response to their investment queries.

To do that, WE Financial Services had to overhaul its existing IT infrastructure in order to meet the computing demands and broadband Internet connection needs of its service upgrade.

"WE is an early adopter of information technology. Our IT investment philosophy has always been that if we invest consistently and intelligently in IT, our business will also do well," explains company director Raheel Javed. "We always look to use the best in technology so that we can deliver the best output to our clients."

That commitment to IT prompted WE Financial Services to turn to solutions provider SoftWise Technology and Intel for answers.

Delivering the Solution

Taking a no-compromise upgrading approach, IT consultant and Intel® Premier Provider SoftWise Technology set about complementing WE Financial Services' existing six servers based on Intel® Pentium® processors with high-performance Intel® processor-based VIPER* desktop and server platforms.

Running Microsoft Windows Server* 2003 and Microsoft Windows XP Professional*, 35 VIPER



"The improvement in the quality of our workflow has been immense. Our clients feel comfortable with the ease of use and seamless flow of our operations, making it easier for them to interact with us."

Raheel Javed
Company Director
WE Financial Services Ltd



“Our investments in IT and more specifically our choice of Intel, Microsoft, and SoftWise Technology have paid off for us in ways we’re still just beginning to count in terms of immense returns.”

Raheel Javed
Company Director
WE Financial Services Ltd

PACER* desktop PCs powered by Intel® Pentium® 4 processors and six VIPER Wiz Server 2500 Series* with 64-bit Intel® Xeon® processors¹ form the infrastructure backbone of a stable, secure back-office terminal system.

At the same time, broadband DSL channels inducted from legacy dial-up connections tie up the accessibility loop to deliver the bandwidth for high-speed Internet access and web hosting.

The resulting system not only keeps trading and hosting activities running smoothly and reliably, but also provides WE Financial Services with the means to protect privileged financial data reliably. All back-office facilities are now centralized, with the ability to easily perform daily data backups—a critical component in any financial services enterprise.

Additionally, the combination of Microsoft operating environment and Intel® hardware platforms results in a cost-effective and scalable IT environment for WE Financial Services to run a host of trading and database software applications that form the core components of its customer relationship management and online trading services.

The powerful and robust Intel Pentium 4 processors and Intel Xeon processors also boost the speed, capacity, and quality of WE Financial Services’ workflow, deriving more productivity and performance with existing manpower resources from desktop PCs while allowing millisecond reactions from servers that handle more than a million transactions each day.

“Intel Pentium 4 processors and 64-bit Intel Xeon dual-core processors provide a high speed, reliable, and scalable platform for our client’s range of customized applications,” adds Faisal Sheikh, SoftWise Technology’s director of technology and infrastructure.

WE can now offer faster and more efficient customer service and online trading through its WEonline.biz portal with a well-structured, totally integrated network that keeps back-office functions at peak performance, simplifies IT administration, and enables front-line personnel to maintain customer satisfaction.

With the upgrades, the increased quality of service is now showing where it matters the most—with the customers. And WE Financial Services could not be happier.

Key Technologies

- Six VIPER servers running on 64-bit Intel® Xeon® processors¹ form the heart of WE Financial Services’ online investment IT infrastructure.
- 35 VIPER PCs running on Intel® Pentium® 4 processors allow WE Financial Services executives fast access to customer details.
- Broadband DSL channels inducted from legacy dial-up connections deliver the bandwidth for high-speed Internet access and web hosting.

Integral Answers

- WE Financial Services worked hand-in-glove with solutions provider SoftWise Technology, whose proprietary VIPER PCs and servers power WE’s IT infrastructure.
- Microsoft Windows XP Professional* and Microsoft Windows Server* 2003 make up the critical operating system platforms for WE’s online trading system.
- Business software applications from leading brands Oracle, Cisco, and RTSS BV form the mission-critical solutions for WE Financial Services.

"We now have acquired the capability to retain our existing valued customers. To top it all, WEOnline has added a totally new 1,500-strong client base, more than 200 percent of what WE Financial Services had in the past. This is a direct improvement in terms of customer perception of our services, a perception that is of top value to us," says Javed.

As WE continues to grow beyond its 1,500 online clients, PCs and servers running on Intel Pentium 4 processor and Intel Xeon processors not only offer the scalability and headroom to handle more transactions of increasing complexity, but also to run tomorrow's demanding financial applications today.

Find a business solution that is right for your company. Contact your Intel representative or visit the Intel Business/Enterprise Web site at intel.com/business or visit the industry solutions-specific sites at: intel.com/business/bss/industry/.

Return on Investment

- Intel® Pentium® 4 processors and Intel® Xeon® processors offer the scalability and headroom to handle more transactions of increasing complexity, allowing WE Financial Services to run demanding financial applications with ease.
- The combination of Microsoft* operating environments and Intel® architecture has resulted in a stable, secure, cost-effective, and scalable IT environment to serve WE Financial Services' clientele.
- These improvements have contributed vastly not only to customer satisfaction, but also to staff satisfaction due to increased efficiency and productivity, as Intel architecture allows millisecond reactions from servers that handle more than a million transactions each day.
- WE has projected a rapid return on investment at approximately 35 percent annually in three years time.
- Current results already show significantly positive improvements of 200 percent growth rate in customer base.



Solution provided by:

Microsoft®

VIPER®



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¹64-bit Intel® Xeon® processors with Intel® EM64T require a computer system with a processor, chipset, BIOS, OS, device drivers, and applications enabled for Intel EM64T. Processor will not operate (including 32-bit operation) without an Intel EM64T-enabled BIOS. Performance will vary depending on your hardware and software configurations. Intel EM64T-enabled OS, BIOS, device drivers, and applications may not be available. Check with your vendor for more information. Performance will vary depending on the specific hardware and software you use. See most up to date benchmarks at <http://www.intel.com/products/benchmarks/server/index.htm> for detailed information.

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