



# CITIZENS BANK CASE STUDY

## SUMMARY

Citizen's Bank needed a state-of-the-art Disaster Recovery (DR) environment to support strategic business applications and online banking.

## CUSTOMER OVERVIEW

Successfully architected, staged and supported the migration of a multi-million dollar DR infrastructure from Massachusetts to a newly constructed data center in North Carolina as part of a strategic initiative to provide true business continuity and disaster recovery for business operations.

## ASSESSING THE ENVIRONMENT

Citizens Bank, the second largest bank in New England with over \$37 billion in assets, needed to reduce their geographic exposure and protect data in the event of a disaster. The plan included upgrading and moving existing DR infrastructure from Massachusetts to North Carolina to create a more geographically distributed DR infrastructure to ensure business continuity of critical banking applications.

## CLIENT CHALLENGES

Building a new DR data center from scratch was a major undertaking for the bank. Ensuring the new data center could reliably handle the IT needs of the bank in case of a true disaster, controlling costs, and completing the

## KEY BENEFITS

- Architected and deployed a state-of-the-art, geographically dispersed DR environment
- Ensured business continuity for critical banking applications
- Completed the project on time and on budget
- Moved physical servers to new data center in tight 4-hour window
- Migrated systems with zero impact on customers
- Leveraged opportunities for server consolidation
- Set the stage for future growth while keeping costs in check



projects on time and on budget were paramount. In fact, at one point during the project, Daymark along with IBM, had only a 4-hour window to physically move the servers into the data center and ready them for configuration.

Citizens' goal was to leverage as much of their existing IBM infrastructure wherever possible to control costs while ensuring all migrations occurred securely and quickly with zero impact to their customers. Given the age of Citizens current equipment however, there were risks to moving all of the multi-million dollar equipment to a new location.

## CLIENT VALUE

The Daymark team worked with Citizens to architect a solution that addressed both tactical and strategic longer-term needs, and made recommendations on new IBM servers, as well as opportunities for server consolidation.

Daymark's analysis also uncovered significant risk and unnecessary cost in moving the older servers. Daymark consultants were able to provide Citizens with a business cost justification to replace the obsolete equipment with new, more efficient and more powerful IBM Power 770 servers for the new data center.

Citizens had a high level of trust with Daymark based on past experiences. This new DR architecture was built to ensure that Citizens could meet their short-term DR objectives and provide the agility needed to cost-effectively add capacity to accommodate future application demands with minimal to no down time.



## THE SOLUTION

Daymark configured the hardware to maximize the physical resources and minimize the required activations, resulting in considerable cost savings. The new DR site is significantly more efficient, offers expanded capacity and a lower TCO. IT management placed a high value on how Daymark consultants supported this strategic initiative, which freed-up the Citizens IT staff to maintain focus on their daily responsibilities. Citizens has dramatically improved their DR preparedness, created a strategic DR environment for critical applications, set the stage for future growth, kept costs in check, and actually saved money in the long run with this new, efficient high-performance solution from Daymark and IBM.

## THE DAYMARK DIFFERENCE

We take the complexity out of your IT infrastructure. Daymark architects and implements data center infrastructure, data protection, virtualization, managed services and cloud services for businesses throughout New England. We provide deep technical knowledge, extensive experience and proven methodologies that help our clients make strategic decisions, streamline the acquisition process and successfully implement cost-effective data management infrastructure solutions.

INFRASTRUCTURE | DATA PROTECTION | VIRTUALIZATION | CLOUD & SUPPORT SERVICES

### LOCATED AT

42 3<sup>rd</sup> Avenue  
Burlington, MA 01803

### CONTACT US AT

Corporate: +1 781-359-3000  
CT: +1 860-969-1210  
NH: +1 603-637-2494

### FIND US AT

[www.daymarksi.com](http://www.daymarksi.com)  
[info@daymarksi.com](mailto:info@daymarksi.com)  
@DaymarkSI

