

CASE STUDY

Meitav Dash, a leading investment firm, speeds application response times up to 300% with InfiniBox

Meitav Dash has decades of experience and is one of the largest and leading investment houses in Israel. Meitav Dash has over 37 billion dollars under management for private, business and institutional clients based in Israel and around the world. Each client has access to a full array of savings and investment products that help drive wealth and financial independence.

In Search of a Better Storage Solution

Meitav Dash wanted to be able to provide information to their clients faster and help them make more informed investment decisions. To do so, they needed a storage solution that was more responsive, provided greater uptime and was simpler to maintain.

After exploring numerous options, the firm found that InfiniBox®, the revolutionary multi-petabyte storage solution from Infinidat, was the total package, offering high performance and reliability while lowering the maintenance overhead.

The Challenge: Providing Faster Client Response Times

Both employees and customers of Meitav Dash needed faster response times from their systems. Clients depend on application results to drive their investment decisions. Faster results mean faster decisions, and faster decisions mean new market opportunities. Waiting on the phone or on the web for answers stifles both the firm's and its client's competitive advantage.

The Solution: InfiniBox

Meitav Dash looked at half a dozen storage solutions, including new solutions from their existing storage supplier as well as completely new flash-based arrays.

"We learned of the Infinidat technology and knew the rich history of development behind InfiniBox," said Gil Tsabar, CIO, Meitav Dash "When we looked deeper at the powerful capabilities in InfiniBox and tested the solution. We saw that it met all our needs and perfectly matched what we were looking for."

InfiniBox is a next-generation enterprise storage array offered at a disruptive price point. Through the use of its patented Infinidat storage architecture, Infinidat employs off-the-shelf hardware to deliver highly-efficient, multi-petabyte capacity in a single rack.

InfiniBox also delivers mainframe-class reliability with an unprecedented seven nines (99.99999%) availability, and over 900K IOPS of performance. Automated provisioning, management, and application integration provide a system that is incredibly simple to manage.

Meitav Dash found the installation of InfiniBox to be fast and efficient, with minimal impact to its existing environment.

Solution Advantages for Meitav Dash



**Over 900k
IOPS of
Performance**



**Automated
Provisioning
Management**



**Unprecedented
99.99999%
Availability**

"We also appreciate that Infinidat was easy to do business with and willing to install the InfiniBox in our racks, as they were pre-installed in our data center," added Tsabar.

Impressive Test Drive

Meitav Dash's main investment application uses the InfiniBox as the storage for its application servers and databases. When the firm first tested the InfiniBox for performance and ease of management, the system team was amazed to find how fast it was and how easy it was to manage.

With respect to ease of use, the Meitav Dash team found that tasks that needed scripting and coding could be done simply with a drag and drop interface, allowing the team to be much more proactive.

Meitav Dash was also pleased to find that the InfiniBox has a very low ecological footprint, which aligns with its business goals.

Meeting the Need for Speed

Meitav Dash has deployed the InfiniBox at two sites, with asynchronous data replication running between them for high availability. It is important to point out that all of Meitav Dash's web customers, as well as more than 900 internal users from two geographical sites, depend on the InfiniBox system every day.

InfiniBox helped Meitav Dash to accomplish three specific goals: increase storage performance to meet client needs, improve stability for less downtime, and enhance flexibility to enable rapid new business support.

Processes that once took a few hours now take minutes, while systems come up faster and run uninterrupted longer than they ever did before. Clients now have faster access to their data and analytics. Clients can be more competitive and gain wealth and financial freedom more quickly, armed with more information than ever before.

Conclusion: Going forward, Meitav Dash has invested in a system that will grow as its business grows, and continue to meet its need to provide users and customers with highly responsive applications and services that will help them meet their financial goals.

"Our customers no longer complain about delays in loading the applications. Our application response time has improved by 200-300%, providing both our customers and our employees a much greater user experience. We realize more and more that we made the best decision to go with Infinidat. They have the knowledge and experience to build enterprise class storage systems. We've increased speed and uptime while we've decreased maintenance and achieved greater scalability. Considering the cost per gigabyte and how that lowers our CapEx, it seems we have the best solution in the market."

**Gil Tsabar, CIO
Meitav Dash**