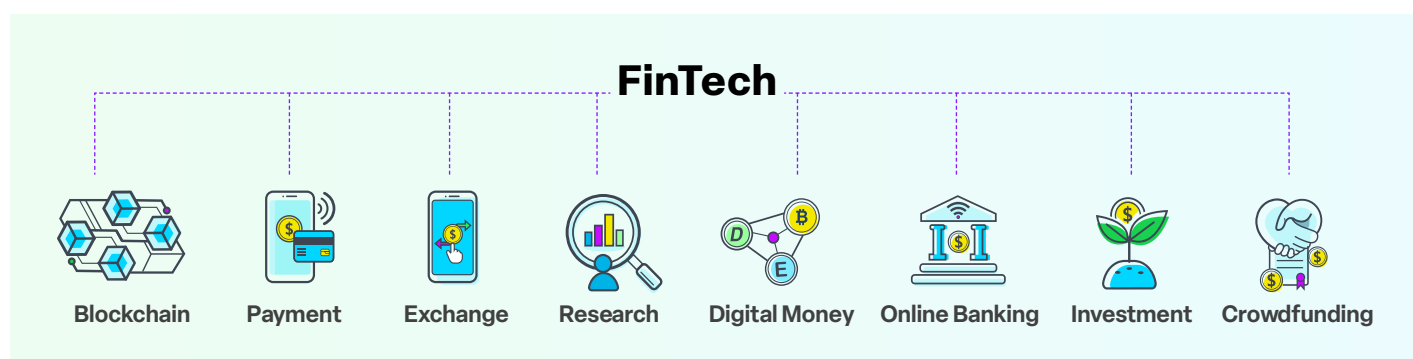


SOLUTION BRIEF

FinTech Runs on Data

New Services, New Customers, and New Analytics Require Industry-Leading Data Storage, Security, and Management

Financial services and especially emerging FinTech organizations are leveraging big data analysis to provide personalized services, improved investment choices, and financial guidance to users. This is a revolution from traditional financial services business models. Remote mobile devices, web-based transactions, blockchain technology, peer-to-peer lending, personal finance apps, and personalized service providers have generated an unprecedented amount of data. The big data environment enables new consumer services, extends financial services to the previously underserved, and creative banking alternatives to traditional institutions. Both established and new players have uncharted possibilities in this new landscape.



Today, data management and security are both an opportunity and a burden for financial institutions. The sheer quantity of data, the need to secure this data for privacy and compliance along with its availability requirements are daunting. Customers have new expectations of 24x7, “always on” access, personalized advisory services, asset protection, and privacy. The burden for IT professionals is to be the guardian of these data assets while enabling appropriate access for analytics and ecommerce while minimizing cost and risk.

The Challenge to Economically Support and Protect the Data Needs of the Industry

Modern, industry-leading technologies are critical to collect, share, and protect data assets at the highest performance and economy at scale, while also ensuring information protection, compliance, and low infrastructure OpEx costs. A recent IDC study showed that customers switching from other storage systems to Infinidat platforms saw an average annual benefit of \$1.29 million (USD) compared to their previous storage vendor solutions and an 11-month ROI¹.

The InfiniBox[®] platform, available in both hybrid and solid-state configurations, features multi-petabyte scalability, built-in cyber resilience, and unrivaled TCO for mission-critical workloads. Infinidat’s comprehensive SLA-based guarantees for performance, 100% availability, and cyber recoverability set the standard for enterprise storage while enabling new business models, greater customer personalization, streamlined analytics, and greater workflow optimization.

Infinidat doesn’t simply lower your costs, but delivers on all critical aspects of data storage, security, and management. Overall, InfiniBox provides industry-leading performance and data protection while delivering compelling operational and ownership cost savings for FinTech IT teams.



TCO savings has led to **70% cost reduction**

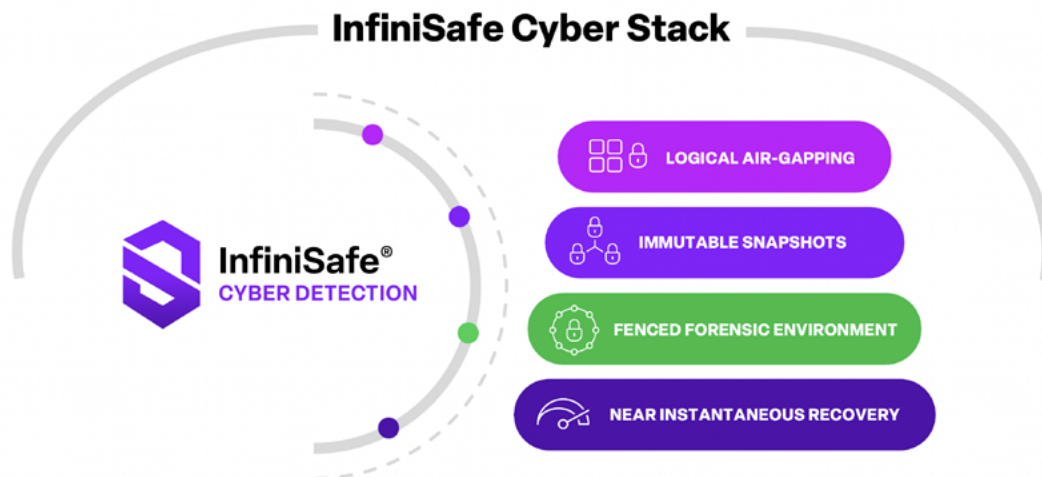
Reduced data center floor space **80%**

– Leading FinTech Company

Cybercrimes will cost companies over \$8 Billion this year, globally. With 300,000 new pieces of malware created daily, it's only a matter of time before a FinTech company will be breached! With a trove of users' personal and financial information, it is paramount that FinTech IT teams provide defense against an impending cyber security breach or malware/ransomware attack.

Beyond security hardware and software such as firewalls or antivirus software, all managed by a security information and event management (SIEM) tool, what about where the data lives, in the data storage system? Whatever the threat – ransomware, natural disaster, systems failure, human error – Infinidat's InfiniSafe® provides your primary and secondary storage with cyber-resilient solutions that enable a first line of defense and facilitate fast recovery.

The InfiniSafe cyber stack enables the creation of cyber-resilient environments with our InfiniBox platform in four major areas: immutable snapshots, logical/remote air gap, fenced forensic environment, and near-instantaneous recovery.



Additionally, InfiniSafe Cyber Detection can be added to our core solution to enhance cyber storage resilience and response capabilities by enabling the security and IT teams to detect ransomware and malware attacks with up to 99.5% accuracy, so you can quickly and easily identify the last known good copy of your data for rapid, intelligent recovery on the InfiniBox platforms.

Infinidat's InfiniSafe cyber storage stack provides guaranteed cyber storage recovery from InfiniBox primary storage in under one minute and from InfiniGuard® secondary storage in under 20 minutes regardless of the dataset size.

“From the very beginning of using Infinidat I could tell this was the right decision for us. Not only is the storage resilient, priced well, and very capable but the support staff is top tier.”

Storage Operations Supervisor, Banking

Infinidat's deep, enterprise feature set makes storage a key part of your overall corporate cybersecurity strategy. Powerful replication, sophisticated encryption, strong access management, speedy recovery, and an extensive ecosystem of premier modern data protection partners add to your data defenses and help ensure business continuity.

Benefits for FinTech: Any Workload, Ease of Management, SLA-based Guarantees!

The InfiniBox platform is ideal for the numerous and varied workloads that FinTech organizations need to support their users. Whether a workload is performing analytics across big data, blockchain cooperation, financial assessment and guidance, transaction automation, mobile and cloud interactions, or information archive, these services require 100% availability, unlimited scalability, and the highest data access rate. Infinidat delivers this, plus much more! InfiniBox has set-it-and-forget-it autonomous automation, is self-optimizing, and enables storage consolidation across highly varied block and file workloads. Infinidat is also easy to acquire with flexible consumption models that minimize planning cycles and ensure faster responses to changing business needs and new opportunities.

The InfiniBox Advantage

The InfiniBox primary storage platform sets the standard for enterprise-grade primary storage in the storage industry. InfuzeOS™, our software-defined operating system, powers our 3-way active controller architecture across InfiniBox platforms to provide the best performance for both block and file services, availability, resilience, and usability.

Our InfiniOps™ technologies deliver advanced capabilities making InfiniBox incredibly easy to use. Machine learning and cloud-based AI enhance the InfiniBox with autonomous and automated capabilities that take the guesswork and cost out of many complicated storage functions. Our reduced management costs can save you up to 51%¹ in storage management and admin time, giving you time and money back to use for other critical IT tasks. All our platforms benefit from our patented Neural Cache that enables the best performance available at scale which we will even guarantee!² We deliver unrivaled performance for VMware environments as well as databases like Oracle, SQL Server, and Elastic.

InfuzeOS further powers InfiniBox's world-class enterprise data services. Our patented InfiniRAID® technology ensures data integrity. Best-in-class replication provides multi-site asynchronous with a recovery point objective (RPO) as little as 4 seconds and synchronous capabilities that give you the best options to help ensure your business continuity needs are met. Powerful and flexible, zero-impact snapshots with immutability set the foundation for our included InfiniSafe technology, providing you the ability to enhance your cybersecurity resilience and thwart ransomware attacks.

Flexible Consumption Models

Infinidat Business FLX makes the procurement process easy with options that include traditional CapEx purchases and consumption-based models to suit a variety of business needs. The Elastic FLX model provides a full, cloud-like, pay-as-you-go experience. Regardless of which procurement method, customers get the full performance capabilities of the entire platform, even if using only part of the overall capacity. All our enterprise features and reliability are included along with our white glove service and support.

Additionally, data-at-rest encryption ensures your data is safe, down to the individual device level. Infinidat's 100% availability guarantee and InfiniSafe cyber storage recovery guarantees provide even more benefits!² World-class solutions deserve world-class services and support. Infinidat is known for outstanding "white glove" service and support throughout the lifetime of our platforms. As an Infinidat customer, you get a dedicated Technical Advisor who stays in touch with you every step of the way, providing you with proactive tips, support, and best practices. They are your dedicated liaison to everything you need to support your InfiniBox platforms.

Infinidat received 4.9 stars out of 5 in the Primary Storage Arrays market and customers indicated their willingness to recommend Infinidat to their peers >98% of the time.

Adoption of fintech services has grown at a rapid rate in the last few years, with no slowdown in sight. By offering users more engaging services and products that rely on more personal and financial data, it is critical to provide an IT infrastructure that can guarantee performance, availability, and cyber resilience. Financial services firms and FinTech deliver this and more with Infinidat.

“Processing more data enables us to generate more revenue. Infinidat enabled a **5x boost in performance.**”

– AVP of IT, Financial Services



“Infinidat offers an extremely reliable platform which **self-optimizes performance**, requiring very little attention from a management perspective. And there has been **zero downtime** since we installed the system.”

– Chief Technology Officer,
Regional Bank

¹ IDC White Paper, Sponsored by Infinidat, The Business Value of Infinidat Storage, Doc. #US49976922, February 2023

² Terms and Conditions Apply