

Top 5 U.S. Bank

Enabling the seamless selection and migration of updated virtual desktop services — optimized for cost and performance



This Top 5 US Bank is a leading global financial institution delivering a broad range of financial services to a large and diversified client base, including corporations, financial institutions, governments, and individuals. They are headquartered in the United States and maintain offices in all major financial centers worldwide.

Transforming End-User Services

The Bank delivered Virtual Desktop Infrastructure (VDI) services to a 100,000+ user population for years. Over time, user complaints about performance grew, coupled with significant advances in virtual desktop technologies, leaving the Bank certain that an entire overhaul was needed.

Several options were on the table spanning on-premises to cloud-based offerings—some with significant pricing incentives. The Bank needed a consistent way to evaluate different vendor options and validate their architectural design decisions. The critical goal of this project included cost optimization on a per-user basis when directly correlated to a defined performance goal.

The Bank chose Login Enterprise to make the journey from selection to migration seamless. Post-migration, the team was able to leverage baseline data on cost and performance, making it easier to ensure a consistent user experience during ongoing change management.

At a Glance

- **Industry**
Financial Services
- **Location**
North America
- **Challenge**
Replace aging VDI infrastructure with a modern solution to improve the end-user experience while optimizing the cost per user
- **Impact**
 - Leveraged consistent benchmarks to compare and shortlist vendor offerings.
 - Validated hardware and image optimization strategies to maximize performance.
 - Migrated 20,000 users in a single day without issue.
 - Drove higher levels of user satisfaction.

Comparing Apples to Apples

With a diverse user population and numerous business-critical applications, the Bank wanted to compare vendors in a way that was consistent, fair, and accurately reflected their unique business needs.

After developing a set of personas and workflows that simulated their real user populations, the Bank used Login Enterprise to establish baseline metrics against their current environment. By running the same workloads against each new offering, the Bank quickly and reliably compared each vendor's solution.

The Bank then shared the results with each vendor and allowed them to address any shortcomings—giving everyone a fair shot. The strategies ran from simple changes netting small gains to more tailored changes that yielded significant performance gains.

"It's been exciting to see right up close the kind of effect a simple configuration change can make in terms of the number of users a system will support at a reasonable user experience."



At our size, the vendors involved will go around the evaluation team to executives and claim they weren't given a fair shot. So it's essential to have a uniform and consistent set of comparisons. Login Enterprise has been hugely valuable.

Every vendor had the opportunity to showcase their technology and deliver a solution based on the applications the Bank was most focused on. Allowing technology providers to participate in the process dispelled any concerns of favoritism.

Optimizing the Cost Per User

With each offer fully vetted, the Bank determined the optimal cost per user at a defined "acceptable" user experience and then zeroed in on their most powerful candidate. Evaluating the "full stack" against the total cost enabled an objective cost-per-user comparison.

This was critical to understanding whether performance gains justified a significantly higher cost. In many cases, a "second place" technology solution may win over a slightly better performing solution because the incremental difference in performance comes at a dramatically higher per-user cost.

Building Confidence During the Migration

While a subset of critical applications can be used to baseline performance and enable comparative measurements, the Bank wanted to understand what would happen the morning of "Go Live." As closely as possible, defining expectations before deployment is critical to dispelling the crisis of confidence, and only the results of a rigorous application validation process can provide that.



Large migration projects often stall on the crisis of confidence – meaning that as bad as things are on the current solution, if a new one rolls out and fails, we've taken the entire business, or a large chunk of it, offline.

In the case of VDI, this involves building out the complete stack, most notably including the security layer, and checking individual applications by validating the entire "release" image and doing so under production conditions. The Bank felt confident in the deployment. During the first cutover phase, they migrated 20,000 users in a single day without issue.

Future-Proofing End-User Services

The baseline data captured during the selection and migration phases continues to pay dividends. As the new environment sustains the assault of ongoing changes driven by updates from all suppliers in the stack, the Bank adopted a Continuous Workspace Engineering approach to validate all changes before deployment. Any deviations from the original baseline are addressed long before they impact end users. The Bank also uses the same data to benchmark up-and-coming offerings as they set long-term technology plans periodically.

Satisfying Executives and End-Users Alike

The Bank chose to undertake an ambitious re-evaluation of its entire virtual desktop stack. Not only did they change the underlying hardware and software components, but they also incorporated a Windows migration and critical application upgrades.

The Bank satisfied both goals of delivering a new infrastructure within their cost constraints and improving the user experience based on universally positive feedback. As a result, the business deemed the project a significant success.

Request a **live demo** of the Login Enterprise Platform or **get in touch** with the Login VSI team today.