

● SPECIAL REPORT

For Financial Services Firms in EMEA, Hybrid Cloud Continues to be a Game Changer



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FINANCIAL SERVICES companies across EMEA are increasingly turning to hybrid cloud to address the many challenges and opportunities that have arisen since the pandemic, including supporting hybrid work and delivering a more robust and satisfying online and mobile experience to customers.

In particular, the private cloud aspect of hybrid cloud has become even more critical in this environment. Financial institutions are seeking to improve agility and accelerate the delivery of new features and services—while still meeting the demands of data sovereignty, privacy protection, regulatory compliance, cybersecurity and performance. These are all areas where the private cloud can offer advantages over public cloud.

It is essential, however, to choose a cloud services provider that excels in both private and hybrid cloud and provides an end-to-end multicloud portfolio of solutions. One of the singular benefits of working with Rackspace Technology is that financial services organisations in EMEA can integrate private and public cloud capabilities with confidence to meet the changing needs of their businesses.

This article looks at examples of two financial services organisations that have been able to leverage

hybrid cloud models to accelerate digital transformation while improving their posture in key areas of focus, such as data sovereignty, cybersecurity, scalability, flexibility, performance and regulatory compliance.

PLUS500

PLUS500, a market-leading provider of an online trading platform for contracts for differences (CFDs), delivers top-of-the-range trading conditions on shares, forex, commodities and indices alongside innovative trading technology. The company was founded in 2008 in Israel and has subsidiaries in the U.K., Cyprus, Australia, Singapore and Bulgaria.

Rackspace Technology provided the technology foundation that has enabled Plus500 to evolve into a global trading company with multiple platforms. As the business has become increasingly global, the bespoke VMware private cloud platform from Rackspace Technology has continued to underpin its operations.

The combination of business expansion, international growth and increased online trading activity during the pandemic created a need for greater scalability without impacting resilience, performance, speed or sustainability. For Plus500, public cloud was a clear



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solution, and it turned to Rackspace Technology to help integrate Google Cloud Platform.

“Everything Plus500 does is online,” says Ari Shotland, chief technology officer at Plus500. “Public cloud offers us many benefits alongside our private cloud. The private cloud retains our stability and business continuity, while the inclusion of Google Cloud alongside that is about improving overall performance.”

In addition to scale, business continuity and performance, cybersecurity has been another benefit of the hybrid cloud model. Plus500 uses a suite of defenses with Rackspace Managed Security at its core. The end goal is for Rackspace Technology to provide Plus500 with a single-pane security offering across all of its operations, both public and private cloud, and make it as easy as possible to have total visibility across all environments.

The partnership with Rackspace Technology has been essential in helping Plus500 expand its business and support significant growth through the pandemic. The combination of public and private cloud “has increased our processing power and helped us to democratise our data and meet our business requirements,”

says Shotland. “In such a demanding sector, this benefit cannot be overstated.”

BROOKS MACDONALD

LONDON-BASED BROOKS Macdonald is an award-winning investment management firm dedicated to providing an outstanding level of service to professional advisers, private high-net-worth individuals, pension funds, institutions and trusts. Like many financial organisations, Brooks Macdonald needed to modernise its technology infrastructure to improve scale, flexibility, simplicity and more.

The company worked with Rackspace Technology to create an action plan. The first priority was to simplify the architecture sprawl that had developed in the back-end infrastructure over the years. The team decided to consolidate operations from multiple data centres to a VMware-based private cloud environment designed and managed by Rackspace Technology.

“This was the biggest technology project the company had ever carried out,” says Caroline Abbondanza, group chief technology officer at Brooks Macdonald.



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“I don’t think anyone who works at Brooks Macdonald even knows it happened—that’s how well it went!”

With the private cloud environment in place, Brooks Macdonald is able to confidently move forward with additional areas of modernisation and integration. It has already migrated support services of Microsoft Office 365 to Rackspace Technology, and it also uses Rackspace Managed Security Services for a single-pane view to create a more holistic approach to monitoring activity and assessing threats.

“For us, it all comes down to protecting the crown jewels: our clients’ data,” says Abbondanza. “It’s one of our key business driver and why we remain a trusted operator in this space. We’ve been able to make it a point of difference from our competitors, being able to demonstrate the measures we have in place to our clients and partners.”

Next up is a deeper integration with Microsoft Azure. “Multicloud feels like a logical step for us,” says Abbondanza. “We are already reaping the benefits of public cloud from Azure, in continuation of our existing partnership with Microsoft and in consultation with Rackspace Technology, a recognised leader in multicloud.”

TAKING THE NEXT STEP

IN ADDITION to private cloud and managed security, financial services customers in EMEA have access to Rackspace Technology’s multicloud expertise and full portfolio of services, such as advisory services, cloud migration and adoption, cloud optimisation, secure storage options including Rackspace Data Freedom, next-gen DevOps as a service via Rackspace Elastic Engineering and more.

Financial services firms also benefit from Rackspace Technology’s broad ecosystem of partners, including tech leaders Dell Technologies and VMware as well as the major hyperscale providers such as Amazon Web Services, Microsoft and Google.

Private cloud and hybrid platforms from Rackspace Technology leverage the significant breakthroughs in performance, resilience and security from 3rd Gen Intel® Xeon® Processors, optimised for cloud, enterprise, high-performance, network, security and internet of things workloads.

Please visit [Rackspace Technology](#) to learn more about how your organisation can leverage a full portfolio of hybrid cloud and private cloud solutions to drive your business-critical digital transformation and IT modernisation initiatives.