

## A CASE STUDY FOR:

# METRO BANK

First new high street bank in 100 years chose a Rackspace solution to support its rapid growth

### BUSINESS

Metro Bank was founded in 2010 and has already launched more than 45 stores, providing banking services for both personal and business customers. With ambitions to reach 100 stores by 2020, Metro Bank stands out from traditional financial organisations, with its highly customer-driven approach.

### CHALLENGES

Metro Bank are growing rapidly, and needed a managed cloud partner that could scale with them as their business expands. Rackspace worked with Metro Bank's IT team to evaluate its architecture, pain points, goals and future requirements, to provide them with an unparalleled solution. They then built a roadmap for seamless migration to a bespoke and highly secure hybrid architecture.

### SOLUTION

A blend of dedicated hardware and Managed VMware vCloud supported by Rackspace's managed cloud experts and Professional Services team.

### OUTCOME

The work started with an initial 12-month migration project. This was delivered on time, on budget and without any costly downtime, with applications starting to go online within six weeks. The day after the first migration, close of business processing on core banking systems were 50 percent quicker and vital reports that were taking an hour to produce could now be completed in just 20 minutes.



## FIRST NEW HIGH STREET BANK IN 100 YEARS CHOSE A RACKSPACE SOLUTION TO SUPPORT ITS RAPID GROWTH

Metro Bank is reinventing the rules of banking in the UK. As the first new high street bank in over 100 years, their meteoric rise is unprecedented. Metro Bank was founded in 2010 and has already launched more than 45 stores, providing banking services for both personal and business customers. With ambitions to reach 100 stores by 2020, Metro Bank stands out from traditional financial organisations, with its highly customer-driven approach that includes services such as being open seven days a week and the capability to open an account in under 20 minutes – without having to book an appointment.

Unlike its high street competitors, Metro Bank is not tied to legacy IT systems, which means it has the freedom to incorporate the latest technologies that offer unparalleled scalability and agility. This has enabled the business to disrupt the banking sector and break away from industry norms with its modern services that are focused entirely on providing high levels of customer service and convenience. These capabilities became a reality when seamlessly migrating Metro Bank's entire infrastructure, including its core banking operations, digital offerings and even ATMs, to a managed cloud solution architected by Rackspace.

### A PARTNERSHIP THAT PUTS CUSTOMERS FIRST

Metro Bank started with a fit-for-purpose hosting solution, but as their unique banking model grew in popularity, they decided that they needed a managed cloud partner that

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DAVID GOULD :: Head of Architecture and Solutions , Metro Bank

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could keep pace with the demands placed upon its infrastructure. To advance the business they needed to accelerate a transition to an enterprise-class hosting solution.

Rackspace was one of six hosting providers invited to respond to Metro Bank's RFP and stood out from the crowd. David Gould, Head of Architecture and Solutions at Metro Bank explains, "We were very impressed with how the Rackspace culture aligned with our own. We talk about our 'amazing culture' within the bank, creating fans rather than customers. Putting the customer first is intrinsic to how we operate, and we got a very similar feeling from Rackspace. They bought into the dream."

Likewise David Young, CTO at Metro Bank comments: "Cultural fit is as important as technology. Rackspace is as passionate about the delivery of superior customer service as we are. True innovation comes from working with a partner that gets us, understands where we are going, and helps us solve problems and challenges along the way. Technology is a utility we could replicate with another hosting provider, what we could not replicate with anyone else is the Rackspace culture."

### DELIVERING IMMEDIATE RESULTS

Rackspace worked with Metro Bank's IT team to evaluate its architecture, pain points,

goals and future requirements, to provide them with an unparalleled solution. They then built a roadmap for seamless migration to a bespoke and highly secure hybrid architecture, designed and deployed with a blend of dedicated hardware and Managed VMware vCloud.

"It was very impressive to watch and be at the receiving end of Rackspace service," says David Gould. "We felt utterly looked after. You got a sense from day one that they pulled out all the stops - achieving the precision results we were looking for without any disruption to our day-to-day business or customer experience."

The work started with an initial 12-month migration project. This was delivered on time, on budget and without any costly downtime, with applications starting to go online within six weeks. The day after the first migration, close of business processing on core banking systems were 50 percent quicker and vital reports that were taking an hour to produce could now be completed in just 20 minutes. David Gould explains:

"At one point we actually questioned whether we had broken our banking systems because of the eye-opening performance statistics we were seeing. Close of business processing went from over four hours to under two, and our financial modelling team were running data in 20 minutes that would have previously taken over an hour."

By choosing industry-leading managed services from Rackspace, Metro Bank has the depth and breadth of expertise to deliver an exceptional level of customer experience, both from a support perspective and in their ability to continuously innovate the service they provide. The company has 24x7x365 access to a designated team of Rackspace support specialists who have built up a detailed knowledge of Metro Bank's IT systems.

## POWERING FUTURE GROWTH

Metro Bank is committed to providing customers with an unparalleled banking experience, meaning customers receive superior levels of service, and are able to bank whenever, wherever and however they choose. The organisation now has a banking architecture that

stays on the leading edge of technology and a desire to be 'always on' and always connected to their customers.

David Young, CTO explains: "My challenge is to harness the power of technology to deliver amazing propositions for our customers and colleagues. We grow exponentially every year and the biggest risk is not being able to match demand. Rackspace ensures we have the capability to horizontally scale our infrastructure and applications, and they do it in such a way that I never need to worry about IT maintenance."

"Knowing that our team of Rackspace experts is readily available to support us gives me the peace of mind that I can concentrate on delivering genuine business value without jeopardising any of the day to day tasks that keep the business running."

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## ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialised expertise on top of leading technologies developed by OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at [www.rackspace.co.uk](http://www.rackspace.co.uk)

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