



## Success Story

# PPDAI Addresses New Market Challenges for Online Credit Lending Platform with NetApp All-Flash Array



### KEY HIGHLIGHTS

#### Industry

Internet finance

#### The Challenge

Update the current IT infrastructure and prepare for long-term development to address the company's rapid business growth.

#### The Solution

PPDAI deployed NetApp® flash solutions to take advantage of the Online Credit Lending Platform market explosion and to enhance its position and profitability in the market.

#### Benefits

- Scalability for high performance and capacity for low latency and short delays
- Robust data protection and simple system maintenance
- Compatible with existing storage for investment protection

#### An Internet Lending Leader

Founded in June 2007, Shanghai PPDAI Financial Information Service Co., Ltd., headquartered in Shanghai, is the first Online Credit Lending Platform in China. PPDAI is also the first Internet financing platform approved by the Industrial and Commercial Administration Bureau in China and certified as "Financial Information Services." In addition to traditional small bidding investment projects, the company also offers products such as Paihuobao and rainbow programs to users. PPDAI has more than 3,000 employees and, as of the first quarter of 2016, has over 16 million registered users. The company has also successfully processed more than 2.6 million loan transactions and over 12 million bidding transactions. As one of the largest Online Credit Lending platforms in China, PPDAI leads the way in online lending.

#### The Challenge

##### Maximizing efficiency for Internet lending growth

The Online Credit Lending Platform was introduced to China in 2007. Since then, the approach has seen significant growth. The total turnover in China's Online Credit

Lending Platform industry hit one trillion yuan in October 2015. As the first Online Credit Lending Platform in China, PPDAI has seen continuous business growth along with an increasing user base. This growth has placed pressure on the company's storage platform.

PPDAI's production systems, including its core database and virtualization applications, have run on NetApp FAS2552 storage systems with spinning hard disks with up to 8,000 IOPS. However, with continuing business growth anticipated, storage performance is expected to reach 50,000 to 100,000 IOPS and latency must remain extremely low. To that end, PPDAI had a pain point to address: how to further enhance its competitiveness and optimize and integrate storage systems while saving money.

#### The Solution

##### A feature-rich flash deployment

To address this challenge, PPDAI decided to overhaul its IT infrastructure by upgrading existing storage systems to further enhance efficiency. NetApp provided a new flash-based solution that included

NetApp All Flash FAS AFF8020 systems and SnapMirror® and Snapshot® technologies, which work with the NetApp storage products already deployed.

The NetApp AFF8020 is a powerful and feature-rich all-flash array. It integrates high performance with best-in-class data management to increase server efficiency. The flash solution delivers a robust feature set that helps PPDAl accelerate workload performance without affecting data deployment, management, and protection in the environment. The solution also helps PPDAl to conduct business operations quickly and increase overall IT efficiency, reliability, and flexibility. Doing so enables the company to lead with confidence in the fast-growing Online Credit Lending Platform market.

### Enabling uninterrupted operations

Inherent to the NetApp AFF8020 is the NetApp clustered Data ONTAP® architecture, which can be scaled both in capacity and performance for nondisruptive operations. The operating system can be maintained, scaled, upgraded, and updated online to increase the availability of PPDAl's virtualization platform. With NetApp SnapManager® technology, users can integrate Microsoft SQL Server with Hyper-V while maintaining data consistency. PPDAl can also provide better support for virtualized storage architectures with full protocol support covering FCP, iSCSI, NFS, and CIFS.

In addition, NetApp FlexVol® thin provisioning technology enables dynamic provisioning of storage space, improving the use of space for PPDAl and simplifying its management and allocation. With

NetApp SnapMirror disaster recovery technology, users can protect big data against disaster in a simple, economic, and efficient way. With these NetApp solutions, PPDAl achieves more comprehensive, consistent, and reliable business availability. The company can also seamlessly migrate data across flash, disk, and cloud platforms over time by using the unique Data Fabric enabled by NetApp to gain even greater long-term ROI.

### Business Benefits

#### A scalable environment for business growth

NetApp seamlessly integrated its solutions into PPDAl's IT environment to support long-term business growth. Once launched, the new flash-based solution:

- Accelerated transaction performance by up to three times, with latency of less than 0.7ms in peak hours
- Reduced costs by 60 to 70% compared to the costs of the legacy spinning hard disk approach
- Protected data against both logical and physical failures while saving money in space, power, and cooling
- Addressed the IT department's requirements for scalability and daily management, propelling IT business growth and increasing the value of IT systems to support business systems

"In our experience, it's really very easy to manage NetApp storage products. Our managers can get started quickly and perform system maintenance on their own, because it uses a unified management interface or management mode," says Zhenya Luo, IT manager, Shanghai PPDAl Financial Information Service Co., Ltd.

## SOLUTION COMPONENTS

### NetApp Products

NetApp AFF8020 storage systems  
NetApp clustered Data ONTAP OS  
NetApp Snapshot  
NetApp SnapMirror  
NetApp SnapManager  
NetApp FlexVol

### Third-Party Products

Microsoft SQL Server

### Environment

Microsoft Hyper-V



Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.

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