



SUCCESS STORY
Financial Services



**PHOENIX INSURANCE COMPANY
PROBLEM SOLVED**

The Phoenix Insurance Company developed its central storage system and DRP with NetApp, saving time and money while improving efficiency.

Central Storage and DRP Solution Help Phoenix Insurance Company Achieve Business Continuity

Israel-based Phoenix Insurance Company (Phoenix) sought to build a disaster recovery plan (DRP) site and expand its central storage system. To make sure of maximum survivability and efficiency, as well support security information storage standards, Phoenix chose a NetApp® storage solution.

System efficiency of
500%
in some cases

Supports
TENS OF THOUSANDS
of transactions per second

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“There’s no doubt that our goal of achieving business continuity while maximizing our system during routine periods was fully accomplished.”

Dotan Zahavi
Storage and Data Protection Manager, IT Department, Phoenix Insurance

CUSTOMER PROFILE

One of Israel’s leading insurance companies, Phoenix specializes in general insurance, life insurance, and health and long-term care insurance. Traded on the Tel Aviv Stock Exchange (TASE: PHOE), Phoenix is among Israel’s five largest insurance companies, employing 1,500 workers. Founded in 1949, Phoenix is also one of Israel’s most technologically advanced companies. The Phoenix information systems branch is renowned for its high level of professionalism and technological expertise, along with a willingness to adopt innovative technologies, in order to maintain the company’s quality gap over the competition.

CHALLENGE

Phoenix’s main data center carries out tens of thousands of transactions per second. Historically, the company utilized a central storage system, primarily for database purposes, along with several small storage systems.

The company’s initial challenge was to build a DRP site while expanding its central storage system. Over time, the company also had to take into account regulatory changes;

information storage standards such as security, survivability, and recovery speed; and increased business growth and competition. Finally, the company was determined to achieve maximum hardware and maintenance cost savings.

Phoenix’s new storage infrastructure needed to react rapidly to changing business needs, deliver maximum survivability, quickly and efficiently allocate areas for development activities, and leverage each slice of storage on its information system. For the DRP site, Phoenix required 48-hour recovery and the ability to make the most of development, testing, and other needs.

SOLUTION

While reviewing various storage options, Phoenix personnel became aware of the hidden advantages of a storage solution based on NetApp’s advanced technology.

After carrying out a pilot project that quickly confirmed the solution’s capabilities, Phoenix decided to choose NetApp for developing its central storage system and DRP site.

BUSINESS BENEFITS

- Maximum survivability and efficiency
- Storage area efficiency and savings
- Proven disaster recovery capabilities
- Shorter backup and restoration times
- Deduplication
- Advanced and simple management system
- Proactive professionalism and service
- Hourly savings

PHOENIX INSURANCE COMPANY REALIZES THESE BUSINESS BENEFITS WITH NETAPP



“NetApp supplied us with a storage system that met all of our technical requirements regarding speed, scalability, and reliability,” says Dotan Zahavi, storage and data protection manager of Phoenix’s IT department. [“NetApp’s solution led to a dramatic change in working with a central storage system and enabled us to execute full and direct replication of the central storage unit to the DRP site regardless of additional servers.”](#) 

BUSINESS BENEFITS

Phoenix’s decision to build a central storage solution and DRP site with NetApp technology has led to significant savings in time and money (due to storage area maximization), improved efficiency (of hundreds of percent), and lower maintenance costs. [In addition, the](#)

[solution offers maximum accessibility and survivability, enabling Phoenix to best fulfill its vision of business continuity.](#) 

The NetApp solution delivered several benefits and results to Phoenix, including:

- Maximum survivability and efficiency
- Storage area efficiency and savings
- Proven disaster recovery capabilities
- Shorter backup and restoration times
- Deduplication
- Advanced and simple management system
- Proactive professionalism and service
- Hourly savings

“In most cases, you can see that the system would, on average, leverage only 50% of the required storage space were it not for NetApp’s advanced software solutions. In certain environments, system efficiency even reached levels of some 500%.”

Dotan Zahavi
Storage and Data Protection Manager,
IT Department, Phoenix Insurance

NEW IOT SERVICE

After enjoying the benefits of its initial NetApp solution, Phoenix decided to further leverage the solution by launching a ground-breaking car insurance service for young Israeli drivers.

“Young Phoenix” is a unique program for drivers between the ages of 17 and 23 that provides insurance coverage according to the number of kilometers they actually drive. The program is particularly attractive for families with soldiers who return home for the weekend or even less frequently. Whereas other policies require a hefty young driver premium regardless of the amount traveled, the “Young Phoenix” program lowers insurance costs by hundreds of dollars a year.

The unique cloud-based Internet of Things (IoT) service also

enables parents to track driver behavior, including speed and turning ability. In addition, the service provides information about

trip time and distance, the car’s mechanical status, remaining available bank of miles/kilometers, and other data.

SOLUTION COMPONENTS

NETAPP PRODUCTS

AFF8080

FAS6290

FAS6280

CIFS

FCP

NFS

Flash Cache™ (PAM)

FlexClone®

SnapMirror®

SnapManager® for SQL Server

SnapManager for VI

SnapManager for Exchange

SnapCreator®

SnapRestore®

OnCommand® System Manager

OnCommand Unified Manager

OnCommand Insight

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