

# WSFS BANK

## EMC data protection solution helps protect bank's reputation for exemplary customer service



### ESSENTIALS

#### Industry

Financial services

#### Organization Size

Approximately 760 employees

#### Business Challenges

- Rapid data growth from mergers and acquisitions
- Growing backups slowed production systems during business hours, affecting customer service
- Offsite storage of backups delayed fulfillment of customer requests

#### Results

- Ensured high availability of innovative teller automation service delivered via tablets, improving customer experience
- Reduced backup times from 14 hours to 10 hours
- Improved recovery timeframes by 60 percent, enhancing quality of customer service

### PROTECTING DATA, REVENUE STREAMS

Imagine you work at a bank and a local competitor's core IT systems fail. Teller lines are out the door and customers are upset. What would you do? If you were an employee at [WSFS Bank](#), you lend a hand—not to poach customers, but because you are part of an organization dedicated to serving the community. This actual event served as a wake-up call for WSFS, making the bank more concerned about how quickly it could recover from a data center outage.

With data assets growing rapidly due to several mergers and acquisitions, WSFS was struggling to complete backups of critical banking and Microsoft SQL Server and Microsoft Exchange applications. This often impacted production systems during business hours, affecting the customer experience. Limited backup capacity and performance also meant that WSFS archived backups onto removable media stored offsite, which delayed fulfilling customer requests for check images and other items.

To address the situation, WSFS turned to EMC for a comprehensive business continuity and data protection solution.

With EMC, WSFS [reduced](#) backup times by 30 percent, eliminating performance slowdowns during high-volume production hours, and [gained](#) continuous availability of critical applications. Ultimately, the EMC solution helps WSFS [deliver](#) exemplary customer service while protecting its reputation and revenue streams.

"At WSFS, we strive to add value in every interaction," says Jim Mazarakis, CIO at WSFS Bank.

### ENVIRONMENT

WSFS Bank deployed EMC® Avamar® deduplication backup software and system, EMC Data Domain® deduplication storage systems, and EMC RecoverPoint® storage-integrated data protection. The integrated solution protects all of the bank's applications, including Microsoft Exchange email, Microsoft SQL Server databases, Microsoft Lync unified communications, Cash Connect ATM management, and a custom teller automation system.

With 99 percent of its infrastructure virtualized using VMware® vSphere® and VMware Horizon™ (with View), WSFS relies on Avamar for image-level backups of virtual machines and virtual desktops. Avamar also manages backups for all other applications. Avamar directs backup data according to its size and data characteristics to Avamar Data Stores or Data Domain systems.

# REDEFINE

CUSTOMER PROFILE

EMC<sup>2</sup>

## Solutions

- EMC [Avamar](#)
- EMC [Data Domain](#)
- EMC [RecoverPoint](#)
- VMware vSphere
- VMware Horizon (with View)
- VCE [Vblock](#) Systems
- EMC [VNX](#) unified storage
- Microsoft Exchange, Microsoft SQL Server, Microsoft Lync, Cash Connect, custom teller automation

Both Avamar and Data Domain are replicated across multiple data centers to meet availability and compliance requirements. RecoverPoint further protects mission-critical applications, such as the SQL Server-based teller automation system, with multi-site synchronous replication, shorter recovery point objectives (RPOs), and any point-in-time recovery.

In addition, WSFS Bank runs its infrastructure on VCE Vblock® systems and EMC VNX® unified storage.

"With EMC we found a partner willing to work hard to ensure a successful implementation by bringing together product experts from across the country," says AI Roop, Director of Technology Services at WSFS Bank.

## PROTECTING THE BANK'S REPUTATION

With EMC, WSFS gained a new level of data protection. Backups now complete nightly without creeping into production hours. With RecoverPoint's continuous data protection capabilities, the bank is able to minimize data loss, optimize recovery time objectives, and ensure rapid recovery of interdependent business-critical applications.

This high availability environment is form-fitted to WSFS' IT philosophy of deploying technology to enhance customer service. At many branches, WSFS depends on VMware Horizon (with View) to deliver virtual desktops on tablets. Employees use tablets to deliver personalized, efficient service to customers from virtually any location in the branch.

By ensuring continuous availability of virtual desktops, WSFS avoids disrupting the high-quality customer experience even if a data center goes down.

"We stand out from the competition by delivering outstanding service, all the time. EMC helps protect our reputation and revenue streams by avoiding application downtime" says Mazarakis.

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## DEDUPLICATION DRIVES DOWN BACKUP TIMES

Avamar and Data Domain streamlined backups significantly, eliminating the impact on production systems that could compromise service. The key is deduplication of data before backing it up.

John Bailey, Lead Core Infrastructure Engineer, WSFS, notes, "Source-side deduplication is huge for us. We can now back up in a third of the time it used to take us."

Dave Mayne, Production Support Manager at WSFS Bank adds, "Our old backup systems required a lot of hand-holding. We easily spent 12.5 hours a week on backup operations. Now, since the EMC solutions are so automated and reliable, backup administration only takes 5 hours weekly on average."

## FAST RECOVERY MEANS BETTER SERVICE

Restoring data is much faster with the EMC solutions. Recovering information from tapes or DVDs could take weeks—too long to make a customer wait. But with changed block tracking, Avamar cuts restore times to 15 minutes. And restoring from Data Domain takes only 15 minutes as well.

## Company Overview

WSFS Bank is the largest and oldest bank and trust company headquartered in the Delaware Valley with \$4.8 billion in assets on its balance sheet and \$8.9 billion in fiduciary assets, including approximately \$1.2 billion in assets under management. WSFS, which operates from 55 offices across Delaware, Pennsylvania, Virginia, and Nevada, provides comprehensive financial services including commercial banking, retail banking, and trust and wealth management.

"It's all about customer service," says Jason Berkowitz, Vice President of Technology Services at WSFS. "By quickly restoring a bank statement or image of a cancelled check, we're improving our customer service and ultimately customer satisfaction." Fast recovery extends to the entire business and is essential to avoid embarrassing incidents like the competitor of WSFS endured.

RecoverPoint keeps the bank's most critical applications, such as teller automation and Exchange, in a high state of readiness. For these applications, WSFS has a recovery time objective (RTO) of four hours and a recovery point objective (RPO) of zero. WSFS also defined RTOs of 12 hours and best effort for lower-tier applications.

"Everything we do in IT comes back to helping provide stellar service to our customers," concludes Justin Palmer, Applications Team Lead at WSFS Bank. "A solid data protection solution is a great example of that. EMC keeps our most critical applications highly available. So when customers come into any branch, they can always expect to get the services they need."

## CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller, visit [www.emc.com](http://www.emc.com), or explore and compare products in the [EMC Store](#).

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The EMC logo is displayed in white text on a blue rectangular background. The letters "EMC" are in a bold, serif font, with a small superscript "2" to the right of the "C".