



SUCCESS STORY  
**Financial Services**



**AMTRUST FINANCIAL SERVICES, INC. | PROBLEM SOLVED**

To enhance call center responsiveness, and boost its virtual desktop performance, AmTrust Financial Services, Inc. moved its core workloads to NetApp All Flash FAS systems.

## A Commitment to Excellence

In less than two decades, AmTrust Financial Services, Inc. has achieved phenomenal growth, going from a small specialty insurer for workers compensation to a publicly traded \$4.6 billion global insurance and warranty provider. Integral to the company's success are its commitment to customer service, product innovation, and ability to serve new markets.

IMPROVE VIRTUAL DESKTOP  
RESPONSE TIMES UP TO

**20x**

RECLAIMED

**16.5 hrs.**

OF EMPLOYEE TIME  
PER DAY

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“AmTrust is getting back 16.5 hours of employee time per day. That translates to more than 4,000 hours per year that we can use to help propel the company forward.”

Pete Lanzone  
Senior Enterprise Storage Engineer, AmTrust Financial Services, Inc.

AmTrust prioritizes customer service and satisfaction by empowering employees to make every interaction helpful and productive. Equally important, the company continually boosts market share by introducing valuable services to more businesses faster. At the same time, AmTrust is quickly extending its global reach by accelerating time to value for new acquisitions.

Supported by a technology infrastructure characterized by agility, speed, and innovation, these efforts are driving up to a 30% growth rate—per quarter. They also help AmTrust maintain its prestigious “A” (Excellent) Financial Size “XIII” rating from A.M. Best, an insurance industry ratings agency that provides over 3,500 benchmark ratings in over 80 countries.

## CHALLENGE

### Upholding exceptional service as business grows

“Your success is our policy” is not just a catchy phrase at AmTrust. It is the commitment behind everything AmTrust does. For example, enabling exceptional operations and customer service in such a high-growth environment requires standardizing on leading technology platforms. This is especially

true of the company’s Microsoft Remote Desktop Services (RDS) for call center agents, developers, QA, and IT staff.

“Great customer service requires there are no delays in accessing customer information,” says Pete Lanzone, senior enterprise storage engineer at AmTrust. “We want our call center employees to have all the data they need to provide immediate, quality customer service.”

Because fast login times and responsive information access are so critical to the business, AmTrust decision makers were already exploring options to preserve performance as acquisitions continued and remote desktop user numbers quickly topped 3,000. “During periods of high demand, remote desktop user profiles were taking up to 20 seconds to load and help desk call volumes were increasing,” says Lanzone. “We needed to improve performance before customer service was impacted.”

## SOLUTION

### All-flash storage for responsive remote desktops

With many of AmTrust’s core workloads already benefitting from an

## BUSINESS BENEFITS

- Improves customer call center and IT staff effectiveness by boosting remote desktop performance sevenfold
- Streamlines acquisitions by on-boarding employees in days versus weeks
- Reclaims 4,000+ hours of call center and operations staff time annually

integrated NetApp and Cisco based FlexPod® infrastructure, it made sense to move Remote Desktop Services there as well. To provide extremely low latency for the desktops, NetApp recommended supplementing the company's six-node NetApp FAS3240 configuration running the NetApp clustered Data ONTAP® operating system with an additional All Flash NetApp FAS2552 two-node cluster supporting the Network File System (NFS).

"We were early adopters of NetApp clustered Data ONTAP, and we wanted those same capabilities and nondisruptive operations in an all-flash array," says Lanzone. "We're already very comfortable managing NetApp storage, so we liked that we could continue using NetApp software features while benefiting from the faster I/O provided by flash storage."

One of those features is NetApp SnapMirror® technology. This technology mitigates the risks of downtime

and data loss by replicating changed data blocks to NetApp systems at a disaster recovery site. With this solution in place, employees can continue to access their remote desktops even in the case of a failure or disaster at the main data center.

Another key software feature is NetApp FlexClone® volumes, which will enable AmTrust to provide developers with instantaneous thin clones of Microsoft SQL Server databases. AmTrust's most critical applications are SQL-driven, including policy and claims processing systems, transactional systems, and data warehousing applications.

"We plan to move most of our SQL Server databases, including development environments, to NetApp All-Flash FAS over the next couple of years," says Lanzone. "We expect that the speed of flash combined with the efficiency of FlexClone will save us a lot of time in test and development, ultimately improving time-to-market for new customer services."

Deploying the NetApp All Flash FAS systems was fast and efficient. "[We used Advanced Drive Partitioning in clustered Data ONTAP to increase our usable capacity by 85% compared to using dedicated root aggregates,](#)"  says Lanzone. "As a result, we made the best use of our SSD capacity."

## **BUSINESS BENEFITS**

### **Boosting productivity by 4,000 hours a year**

With storage latency topping out at 1.5ms during login storms, remote desktops now load in one to three seconds—seven times faster than before, on average. This change enables the staff to begin work sooner. The lower latency for RDS sessions has also helped improve application response times, further enhancing overall productivity. And instead of fielding calls and troubleshooting performance bottlenecks, help desk and operations staff can now spend more time helping users increase their productivity.

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"Moving to NetApp All Flash FAS has had a very positive ripple effect. We can provide more responsive customer service and introduce new services to more markets faster."

Pete Lanzone  
Senior Enterprise Storage Engineer, AmTrust Financial Services, Inc.

“Since we moved remote desks to NetApp All Flash FAS, AmTrust is getting back 16.5 hours of employee time per day,” says Lanzone. “That translates to more than 4,000 hours per year that we can use to help propel the company forward.” 

### Speeding time to value for acquisitions

With increased headroom and performance, AmTrust is accelerating and getting more value from acquisitions, helping the company quickly extend its presence in new regions. “With NetApp All Flash FAS, we can onboard new IT and call center employees in days instead of weeks, and give them a positive desktop experience from day one—in many cases much better than they had previously,” says Lanzone. “That goes a long way toward maintaining morale and productivity post-acquisition.”

### Making every call count

Today, backed by cutting-edge NetApp technology, the company supports consistent, high-quality experiences for its staff and policyholders all of the time. “Moving to NetApp All Flash FAS has had a very positive ripple effect

throughout the business,” says Lanzone. “We can provide more responsive customer service and introduce new services to more markets faster. Our users are happier and better equipped to support AmTrust’s commitment to excellence.”

## SOLUTION COMPONENTS

### FLEXPOD ENVIRONMENT

NetApp All Flash FAS2552 systems

NetApp FAS3240 storage systems

Cisco Unified Computing System (UCS) servers

Cisco Nexus switches

### NETAPP SOFTWARE

NetApp clustered Data ONTAP 8.3

NetApp SnapMirror

NetApp FlexClone

### THIRD-PARTY PRODUCTS

Applications: Microsoft Remote Desktop Service

Database: Microsoft SQL Server and Oracle

Virtualization: VMware vSphere

Operating System: Windows Server

### PROTOCOLS

Fibre Channel

NFS

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