

Samba Financial Group Saves Nearly \$200,000 With Liquidware Managing Their Virtual Desktop Infrastructure Implementation

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*– Khalid AlAbid
Senior Vice President and Head of DevOps, Samba Financial Group*

Overview

Since the opening of its first branch in 1995 located in Jeddah, Saudi Arabia, Samba was established by royal order in 1980 and has expanded to become one of the most important financial institutions in the Middle East. Khalid AlAbid is the bank's senior vice president and head of DevOps and is responsible for the 7000+ endpoints running, mainly, Windows 10.

The Challenge

Samba was in a very urgent need to implement a stable, secure and manageable VDI environment for business continuity purposes in general but COVID-19 in particular. The VDI solution was to replace the current unreliable VPN access solution used in Samba.

The VDI project Statement of Work included the design and implementation for 2000 end-users with a Windows 10 golden image, having all current Samba applications. The solution also included a Unified Access Gateway to allow users to access off-campus. The UAG was integrated with Samba soft-token security system.

Having decided to deploy a VMware Horizon VDI solution versus upgrading the VPN solution, Mr. AlAbid required a robust monitoring management solution, as well as an enterprise-class application deployment solution.

The Solution

Working with Liquidware partner Cutter Group, a 50-user proof of concept was conducted with Stratusphere UX. "We found Stratusphere UX to have more monitoring and management features than others, such as VMware Horizon Enterprise edition," explained Mr. AlAbid. "We also wanted a method of fast application deployment, without having to pay the end-user a visit. With the help of ProfileUnity, we can now deploy applications to specific users based on their profile."

Organization:

Samba Financial Group

Virtual Desktop Users:

2,000 workspaces running Windows 10

Products:

Stratusphere UX™,
ProfileUnity™

The Results

Liquidware has delivered Samba the following business benefits:

- Smooth onboarding of end-users
- Powerful monitoring and management
- Flexibility to customize security policies based on business needs
- Reduced total cost of ownership in the region of 50%
- Eliminated complexity of product environment and
- Enabled capitalizing on Samba's current investment in PCs and providing better scaling as required

Samba has recently merged with National Commercial Bank; this required some users needing to be relocated. "With Liquidware managing our VDI environment we have been able to relocate 1000+ end-users from their Jeddah offices to our Riyadh headquarters without the need to relocate their old PCs and use current headquarter PCs. This has saved both banks two months of man-days, equating to around \$150,000," stated Mr. AlAbid. "50+ remote users located in India have now been using VDI instead of the old VPN solution, saving another 15 man-days, with savings of \$40,000."

Mr. AlAbid believes the success of the Liquidware deployment was down to the implementation team at Cutter, highlighting the value that Liquidware partners deliver to our joint customers.



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