Strategic Objectives

The primary objective of this project was to consolidate the existing offices in Cochin into one facility that would house the data center and serve as the company headquarters. Geojit BNP Paribas's decision to merge facilities was based on the desire to better utilize existing resources and increase manpower productivity. Consolidating all offices into one facility would increase manageability and bring down the cost of operating multiple facilities.

Another key strategy for Geojit BNP Paribas was to ensure a standards compliant Tier 3 data center. Compliance with data center standards would guarantee the highest level of quality services and ensure customers that Geojit BNP Paribas is operating at peak performance.

Finally, Geojit BNP Paribas desired to enhance its corporate image, showcasing its capabilities and technologies through the state-of-the-art data center. The company wanted the physical appearance of the facility to impact its customers in a positive manner as they directly visit the company's headquarters.

Real-World Solutions

With a proven record for excellence in services, Panduit and our partners work with you to overcome challenges and implement real-world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help you build a unified, efficient business foundation.

Technology Leadership

Panduit develops innovative physical infrastructure solutions that meet the rapidly changing demands of our clients, from hardware and software to advisory services. This commitment is supported by investments in advanced research, solutions-focused product development, worldwide manufacturing, and collaboration with customers at the forefront of technology.

Partner Ecosystem

Our best-of-breed partner ecosystem offers a comprehensive portfolio of services that span the project lifecycle, from planning and design to delivery, deployment, maintenance, and operation. Panduit partner ecosystems include architects, consultants, engineers, designers, system integrators, and contractors — all qualified to help you achieve your objectives and realize predictable and measurable results.

Global Business Commitment

Panduit is committed to delivering a consistently high level of quality and service worldwide. With a presence in more than 100 countries, local Panduit sales representatives and technical specialists offer guidance and support that bring value to your business. Our global supply chain, which includes manufacturing, customer service, logistics, and distribution partners, provides prompt responses to your inquiries and timely delivery to any worldwide destination.

Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, respect, and restore the world in which we live. This commitment is reflected in Panduit’s LEED (Leadership in Energy and Environmental Design) certified World Headquarters, leveraging the United Physical Infrastructure Framework approach to enable convergence of critical building systems to drive energy efficiency and ensuring operational improvement.

Strategic Alliances

Panduit cultivates long-term strategic alliances with industry leaders, including Cisco Systems, DMC, IBM, and Rockwell Automation to develop, optimize, and validate solutions for our customers. This investment in people and resources helps solve our customers’ greatest business challenges.

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Providing a Scalable, Future-Proof Data Center that Consolidates Facilities and Reduces Operational Expenses

Panduit realized Geojit BNP Paribas’s vision to build a new facility based on a unified physical infrastructure that accommodates its agility, flexibility and sustainability needs.

Business Challenges

To address rising operational expenses (OpEx), optimize data center operations and increase business efficiency, Geojit BNP Paribas needed to build a new facility to replace the existing structure which faced scalability and capacity issues. Located in Cochin, the new data center would consolidate existing offices and service the headquarters for all the group entities of Geojit Financials.

The new building needed to be cost effective and completed in a timely manner. The right-fit Tier 3 data center would build out the TIA942 guidelines, increase uptime and house 45 racks to accommodate future growth.

Geojit BNP Paribas has the capability to meet the needs of over 75,000 clients through multi-channel services, which includes a countrywide network of over 515 offices, phone service, a dedicated customer care center and the Internet. Therefore, the company ultimately needed an end-to-end solution that extended beyond connectivity. It also needed a trusted solutions provider who could deliver a manageable, efficient and resilient facility while accommodating the aggressive delivery schedule.

Panduit Solution

To provide a consolidated facility that offers a future proof, scalable, secure data center to increase uptime and cost effectiveness, and reduce operational expenses.

Financial Benefits

Panduit was able to deliver the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is poised to deliver and enable the company to respond quickly and efficiently to the changing demands.

For Panduit, the next great step was to transition the consolidated data center to the Panduit Intelligent Data Center Solution. This next generation data center landscape includes the Panduit Unifi ed Physical Infrastructure (UPI) approach to design and development which is designed to drive operational and financial advantages, allowing our clients to adapt to the changing industry and are key for us as our business continues to grow,” said Mr. Balakrishnan.

Geojit BNP Paribas also deployed this Panduit solution to support Voice over IP, HD video, and multimedia applications, with the capability to expand quickly as business needs evolve.

Business Benefits

With the Panduit Intelligent Data Center Solution in place, Geojit BNP Paribas has experienced improved business operations, managed optimized energy and space consumption, advanced applications and needed architectures, and the availability of Marine data and services delivery.

According to Mr. Balakrishnan, “This Panduit solution allowed us to fulfill our desire to achieve a reduction in OpEx and effectively utilize our existing resources. It has also proven to be a major cost saver for Geojit BNP Paribas. In addition, we are able to benefit from the high systems reliability, energy efficiencies and seamless integration that Panduit solution provides.”

Panduit Unified Physical Infrastructure Approach

“The Panduit solution allowed us to fulfill our desire to achieve a reduction in OpEx and effectively utilize our existing resources. It has also proven to be a major cost saver for Geojit BNP Paribas. In addition, we are able to benefit from the high systems reliability, energy efficiencies and seamless integration that Panduit solution provides.” — Mr. Balakrishnan.

Mr. Balakrishnan was able to define the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is poised to deliver and enable the company to respond quickly and efficiently to the changing demands.

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Mr. Balakrishnan was able to define the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is poised to deliver and enable the company to respond quickly and efficiently to the changing demands. These factors will allow us to adapt to the changing demands and are key for us as our business continues to grow,” said Mr. Balakrishnan.
Geojit BNP Paribas decision to merge facilities was based on the desire to better utilize existing resources and increase manpower productivity. Consolidating all offices into one facility would increase manageability and bring down the cost of operating multiple facilities.

Another key strategy for Geojit BNP Paribas was to ensure a standards compliant Tier 3 data center to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement. This commitment is demonstrated by Panduit’s LEED Gold certified World Headquarters, leveraging the Unified Physical InfrastructureSM approach we live. This commitment is supported by investment in advanced research and sustainable solutions that protect, replenish, and restore the world in which we live. This commitment is demonstrated by Panduit’s LEED Golden certified World Headquarters, leveraging the Unified Physical InfrastructureSM approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.

Final strategy for Geojit BNP Paribas was to ensure a standards compliant Tier 3 data center. Geojit BNP Paribas’s commitment to environmental sustainability, Panduit and Geojit’s partners work with you to overcome challenges and implement world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent installations to manufacturing operations, to help build a smarter, unified business foundation.

Geojit BNP Paribas is pleased to announce that Panduit Corp. has been selected to help streamline and simplify the decision-making process and help Geojit BNP Paribas improve its corporate image, showcasing its capabilities and technologies through the state-of-the-art data center. The company worked with the physical appearance of the facility to impact its customers in a positive manner as they directly experience business operations.
Providing a Scalable, Future-Proof Data Center that Consolidates Facilities and Reduces Operational Expenses

Panduit realized Geojit BNP Paribas’ vision to build a new facility based on a unified physical infrastructure that accommodates its agility, flexibility and sustainability needs.

Business Challenges
To address rising operational expenses (CAPEX, OpEX, data center operations), Geojit BNP Paribas needed to build a new facility to replace the existing structure which faced scalability and capacity issues. Located in Kochi, the new data center would consolidate existing offices and serve as the headquarters for all the group entities of Geojit BNP Paribas.

The new building needed to be cost effective and completed in a timely manner. The right-time, Tier 2 data center would be built to the TEA IV best practices, increased uptime, and house 4,500 rack to accommodate future growth.

Geojit BNP Paribas has the capability to meet the needs of over 79,000 clients through multi-office services which includes a countrywide network of over 115 offices, phone service, a dedicated customer care center and the Internet. Therefore, the company ultimately needed an end-to-end, cost competitive solution that extended beyond connectivity to also include a trusted solution provider who understood its requirements for flexibility and agility to continue to address customer needs, and could deliver a manageable, efficient and resilient facility while accommodating the aggressive delivery schedule.

Panduit Solutions
Panduit Intelligent Data Center Solution that included Category 6A copper cabling, FiberRunner® Routing Systems for overhead cable routing, and a thermal ducting solution for Juniper Switches to provide a consolidated facility with reliability, energy efficiencies and reduction in OpEX and effective cable management and effective thermal management, which accommodates the Juniper 8208 switches.

Panduit was able to deliver the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is a proud to display and reflects the company’s requirement for a flexible, scalable solution with the capability to expand quickly as business needs evolve.

Business Benefits
With the Panduit Intelligent Data Center Solution in place, Geojit BNP Paribas has experienced improved business operations, energy optimized and space consumption, advanced applications and network architectures, and the availability of real-time data and services delivery.

“The Panduit solution allowed us to fulfill our desire to achieve a reduction in OpEx and effectively utilize our existing resources. It has also proven to be a major cost saver for Geojit BNP Paribas. In addition, we are able to benefit from the high systems reliability, energy efficiencies and seamless integration that Panduit solutions offer,” said Mr. Balakrishnan.

Panduit was able to deliver the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is proud to display and reflects the company’s requirement for a flexible, scalable solution with the capability to expand quickly as business needs evolve.

“We found Panduit working with Panduit, we now have a flexible, end-to-end solution for the physical infrastructure that drives speed, operational and financial efficiencies, allowing our company to minimize risk and heighten agility. These factors will allow us to adapt to the changing industry and also key for us as our business continues to grow,” said Mr. Balakrishnan.

The Panduit solution allowed us to fulfill our desire to achieve a reduction in OpEx and effectively utilize our existing resources. It has also proven to be a major cost saver for Geojit BNP Paribas. In addition, we are able to benefit from the high systems reliability, energy efficiencies and seamless integration that Panduit solutions offer,” said Mr. Balakrishnan.

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Providing a Scalable, Future-Proof Data Center that Consolidates Facilities and Reduces Operational Expenses

Panduit enabled Geojit BNP Paribas to build a new facility based on a unified physical infrastructure that accommodates its agility, flexibility, and sustainability needs.

Business Challenges

To address rising operational expenses (OpEx), optimize data center operations, and increase business efficiency, Geojit BNP Paribas needed to build a new facility to replace the existing structure which faced scalability and capacity issues. Located in Cochin, the new data center would consolidate existing offices and serve as the headquarters for the group entities of Geojit Financials.

The new building needed to be cost effective and completed in a timely manner. The right fit Tier I data center would fulfill the TIA 942 guidelines, increase uptime, and house 45 racks to accommodate future growth.

Panduit Solutions

Panduit’s Intelligent Data Center Solution that included Category 6A UTP and FiberRunner® Routing Systems for overhead cable management, and a thermal ducting solution for Juniper switches to provide energy efficiency, accessibility and efficient space utilization.

Business Benefits

Geojit BNP Paribas achieved a reduction in OpEx and effective space utilization. Geojit BNP Paribas’ implemented solution has provided the company with high system reliability, energy efficiencies and seamless integration.

Panduit Unified Physical Infrastructure Approach

The Panduit Unified Physical Infrastructure™ (UPI) approach to design and development integrates critical systems – communication, computing, power, control, and security – as a single, easy-to-manage network infrastructure. This approach complements the company’s ability to bring a system-level, end-to-end understanding to help manage the integration of all related systems. When applied, this unified physical infrastructure improves management and effective thermal management, which accommodates the Juniper S460 switches.

Connectivity was implemented along with FiberRunner® Routing Systems and NetRunner™ Power over Ethernet, and desktop virtualization in its upgraded facility. In addition, to improve cable routing and management, 10G Small Dimension for Data Center Backbone and Vertical Cable Managers. The Panduit 4 Post Rack Thermal Duct provides vertical cable management and effective thermal management, which accommodates the Juniper S460 switches.

The Panduit solution allowed us to fulfill our desire to achieve a reduction in OpEx and effectively utilize our existing resources. It has also proven to be a major cost saver for Geojit BNP Paribas. In addition, we are able to benefit from the high system efficiency, reliability and space efficiencies that Panduit solutions offer," said Mr. Balakrishnan.

According to Mr. Balakrishnan, “The creation of a Tier I facility allowed to provide an end-to-end solution that includes high-quality copper and fiber products. We were also able to easily use their products at existing locations and we were very pleased with the results.”

Geojit BNP Paribas also deployed this Panduit solution to support voice over IP, HD video, and teleconference in its upgraded facility. In addition, to improve cable routing and management, its Small Dimension for Data Center Backbone. Geojit BNP Paribas also implemented along with NetRunner™ Routing Systems and NetRunner™ Power over Ethernet, and desktop virtualization in its upgraded facility.

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Panduit was able to deliver the consolidation project on time, ensuring a seamless transition. The consolidated facility serves as a showcase that Geojit BNP Paribas is proactive display and remix the company’s requirement for scalable solution with the capability to expand quickly as business needs evolve.

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Global Business Commitment

Transform your business, build a competitive advantage, and help solve our customers’ greatest business challenges.

Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, preserve, and restore the world’s environment. This commitment is reflected by Panduit’s LEED Gold certified World Headquarters, leveraging the Unified Physical InfrastructureSM approach to enable convergence of critical building systems to drive energy efficiency and ensuring operational improvement.

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Geojit BNP Paribas Case Study

About Geojit BNP Paribas Financial Services, Ltd.

Established in 1987, Geojit BNP Paribas Financial Services is one of the leading financial services intermediaries in India, with a strong presence in the financial and capital markets. The company is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE). Geojit BNP Paribas is a part of the EUR 1.1 trillion French financial services conglomerate BNP Paribas, which is a leader in the Eurozone and a catalyst of economic growth in Asia, Africa, the Gulf countries, Distribution of Mutual Funds, Life Insurance, General Insurance, Real Estate Management Services, Property Services, Mergers and Acquisitions.

The company's dedication to product innovation, which includes a high level of domain specific knowledge and state-of-the-art technology, has helped it create a string of industry firsts, including the first collateralized product in the mortgage industry (Geojit DP), the first D-Bond (Geojit DP), the first Derivative product (Geojit CDBS) in the interest rate derivatives segment, the first secured product (Geojit GP) in the guarantee segment, the first non-banking broker (Geojit Financial Services) in the capital markets segment, and the first non-banking broker to launch depository transactions through the Internet (BSE DP). The company is a member of the National Association of Share Dealers (NASSCOM), the Association of Customers in the Depository Segment and the Capital Market Participants (NASSCOM) and is listed on the First Board of the National Stock Exchange for BSE-PR (2008).

Geojit BNP Paribas's commitment to quality is continually recognized by the industry. In recent years, the company has received numerous awards including the National Award for Technology (GEC ISTE), WIFS, Trade, TIFAC Excellence award for Technology (PTI), the ISCA, UPI and the India Financial Editors’ Choice and the India Financial Editors’ Choice (2011). A strong brand identity and excellent industry reputation helps Geojit BNP Paribas to consistently deliver on its promise of providing superior service and avoiding service gaps. This advantage in customer satisfaction and superior service delivery results in higher customer retention and a positive impact on the financial results for years to come.

Geojit BNP Paribas is committed to environmental sustainability, as reflected by its LEED Gold certified World Headquarters, leveraging the Unified Physical InfrastructureSM approach to enable convergence of critical building systems to drive energy efficiency and ensuring operational improvement.

Geojit BNP Paribas is committed to ensuring a competitive advantage to its customers by developing and implementing innovative solutions that meet their specific needs. The company is dedicated to product innovation, which includes a high level of domain specific knowledge and state-of-the-art technology. Geojit BNP Paribas has a strong presence in the financial and capital markets, with a strong focus on the mortgage industry, interest rate derivatives, guarantee segment, and non-banking brokering. The company has a proven reputation for excellence in solutions, and its partners work with customers to overcome challenges and implement new-world solutions that create a competitive business advantage. Geojit BNP Paribas offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help customers build a smarter, unified business foundation.