



# How Consumption-Based IT is Transforming Financial Services in Brazil





XP Investimentos improves customer experiences by adopting Dell APEX Flex on Demand for better flexibility, security and control.



## Business needs

XP Investimentos needed a modernized IT infrastructure with additional capacity, speed and flexibility to support its evolving needs. The company offers fixed income, equities, investment funds, private pension products, wealth management and other financial services to more than 3 million clients in Brazil.

## Business results

-  Provide resources for business growth including on-demand elasticity
-  Achieve a solution that is simplified, predictable and efficient
-  Enable innovation and prioritization of customer experiences
-  Boost business productivity
-  Gain cost control, security and scalability
-  Access a cloud experience with as-a-service infrastructure solutions anywhere

## Solutions at a glance

- [Dell APEX Flex on Demand](#)
- [Dell VxRail](#)
- [Dell ProDeploy Plus](#), [Dell ProSupport Plus](#) and [Mission Critical](#)

“ We must accommodate a growing number of clients. That’s why it’s particularly important to have a trustworthy, secure and efficient solution.”

**Raniere Santanna Tesser,**  
Manager of Network and Datacenter Infrastructure, XP

XP Investimentos (XP) is a technology-based company in Brazil with more than 20 years in the financial services industry. Building on an impressive 47% year-over-year growth, XP plans to introduce new investment products and open banking services, leveraging its 6,000+ financial advisors and web/app-based solutions. To do so, stay competitive and best serve its 3.6 million clients, XP aims to be innovative and disruptive.

XP needed a modernized IT infrastructure to facilitate this novel expansion—one that can deliver simplicity, agility and control. A key requirement was the support of mission-critical applications in DevOps as well as FinOps predictive modeling. The goal was to access the cloud experience with as-a-service infrastructure solutions anywhere.

Via Dell Technologies, XP is leveraging the Dell APEX Flex on Demand solution, providing its teams with a highly secure, budget-friendly and flexible way to build what they need and quickly deliver service to end-users. XP implemented Dell APEX HCI Cloud with 4 petabytes of data across two data centers with reserved and on-demand consumption-based, elastic capacity. As a result, the solution is now supporting critical core business applications and covering millions of transactions per day.

## Driving Exponential Growth

The market opportunity across the Brazilian financial system is substantial, totaling billions of dollars. To date, XP's existing footprint addresses only a portion of the country's total financial revenue. That's why XP's plans include total available market expansion with a focus on maintaining an asset-light business model and leveraging the evolution of the capital markets.

"Our goal is to bring investing to the common person, because today, investments are connected to big banks and big brokerage firms, many of which are inaccessible. Our biggest challenge—and opportunity—is to accommodate a growing number of clients. To do this, it's very important to have a technology solution that can deliver in a trustworthy and efficient way," says Raniere Santanna Tesser, Manager of Network and Datacenter Infrastructure, XP

Dell APEX Flex on Demand met XP's needs for security, scalability and cost control. Additionally, XP contracted Dell services to provide direction and guidance working with XP's IT team on deployment and configuration using Dell ProDeploy Plus, Dell ProSupport Plus services. These services were essential since XP's team is small and the support helped deliver speed, quality and expertise throughout the infrastructure deployment.

## Gaining Simplicity, Agility and Cost Predictability

One of the defining factors in XP choosing Dell Technologies was VxRail. Currently, XP has the largest VxRail installation base in Latin America. Whether accelerating data center modernization, deploying a hybrid cloud, or creating a developer-ready Kubernetes platform, VxRail delivers turnkey experience.

"The choice of Dell APEX Flex on Demand allowed us to work with VxRail, a product we already knew in terms of performance and trustworthiness, and within a model that brings us closer to public clouds but with more security and control," says Tesser.

Tesser also cites the predictability of costs as a key differentiator. Dell APEX Flex on Demand allows for customizable configurations based on workload requirements which enables XP to avoid over-provisioning. XP can control costs by paying for elastic resources as they are consumed, via automated tools that measure usage. Specifically, Dell APEX Flex on Demand helps users control costs by paying only for the capacity used. Even when additional buffer capacity is deployed, it's capped at 85%\*of the buffer, which is unmatched in the industry. That's how Dell APEX Flex on Demand provides XP with newfound flexibility and cost control.



**Dell APEX Flex on Demand runs thousands of workloads across business areas and meets several requirements, such as performance, security and hardiness."**

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Manager of Network and Datacenter Infrastructure, XP

## Adopting Hybrid-cloud

The new solution empowers XP's IT team to respond quickly to requests, workload fluctuations and business needs. Dell APEX Flex on Demand gives XP the experience of consuming resources as if using a public cloud, while operating as a hybrid cloud. That means XP gains a more secure, cost-effective and responsive private cloud solution housed inside its own data centers.

“ With Dell APEX Flex on Demand, we have the ease of a public cloud, with the private cloud’s ability to securely structure growth and control costs.”

**Raniere Santanna Tesser,**  
Manager of Network and Datacenter Infrastructure, XP



Hybrid-cloud approaches are fast becoming the right cloud approach for many businesses. After using the Dell APEX Flex on Demand solution, XP believes it was the ideal technology choice based on its simplicity, elasticity, capacity for immediate growth and predictable cost control. Together with Dell Technologies’ support and expertise, the solution is helping XP pave the way to a strong future.

“The simplicity and security of Dell APEX Flex on Demand’s hybrid cloud frees up IT administration time and delivers peace of mind. We can focus elsewhere knowing the Dell Technologies team’s great expertise is supporting us. Despite its simplicity, our Dell APEX Flex on Demand solution runs thousands of workloads across all business areas and with several levels of necessities, such as performance, security and hardiness,” Tesser shares. “It is a very comprehensive solution that meets our needs on many levels and will effortlessly grow with our business.”

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\*Available with Flex on Demand for Storage, Data Protection, and VxRail. Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.

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