

Case Study – Geojit Financial Services Limited



Propalms VPN

Company:

Geojit Financial Services Limited (GFSL)

Industry:

Financial Services

Business Need:

1. To take advantage of the Internet and centralize backend and stock market trading.
2. To reduce cost of setting up branch offices and franchisee offices
3. Reduce cost of ownership of maintaining computing infrastructure at branch office/franchisee office.

Solution:

Propalms VPN provides:

1. Centralization/Security solution for offices/franchisees using Terrestrial links
2. Centralization/Security solution for VSAT based links using Propalms VPN's patented Application Transformation technique

Result:

1. Dramatic reduction in cost of operations.
2. Increased security and responsiveness to customer needs.
3. Did not have to change application.
4. Propalms VPN's patented application transformation technology transformed an highly complex application from client server to server based in two months.

About GFSL

Mr. C.J. George and Mr. Ranajit Kanjilal founded Geojit as a partnership firm in the year 1987. In 1993, Mr. Ranajit Kanjilal retired from the firm and Geojit became a proprietary concern of Mr. C .J. George. In 1994, it became a Public Limited Company by the name Geojit Securities Ltd. The Kerala State Industrial Development Corporation Ltd. (KSIDC), in 1995, became a co-promoter of Geojit by acquiring 24% stake in the company, the only instance in India of a government entity participating in the equity of a stock broking company. Geojit listed at The Stock Exchange, Mumbai (BSE) in the year 2000. In 2003, the Company was renamed as Geojit Financial Services Ltd. (GFSL). The board of the company consists of professional directors; including a Kerala government nominee with 2/3rd of the board members being Independent Directors. With effect from July 2005, the company is also listed at The National Stock Exchange (NSE). Geojit is a charter member of the Financial Planning Standards Board of India and is one of the largest DP brokers in the country.

Setup at GFSL

GFSL has over 300 offices all over India and abroad. The also have more than 100 franchisees. GFSL's centralized data center is located in Kochi, Kerala with state of art infrastructure and deploys in-house developed software for trading and backend operations. Software runs off SUN and Intel hardware using MS SQL Server as the database. The branch offices and franchises are connected using a combination of Internet links, VSAT Links and Other leased line links.

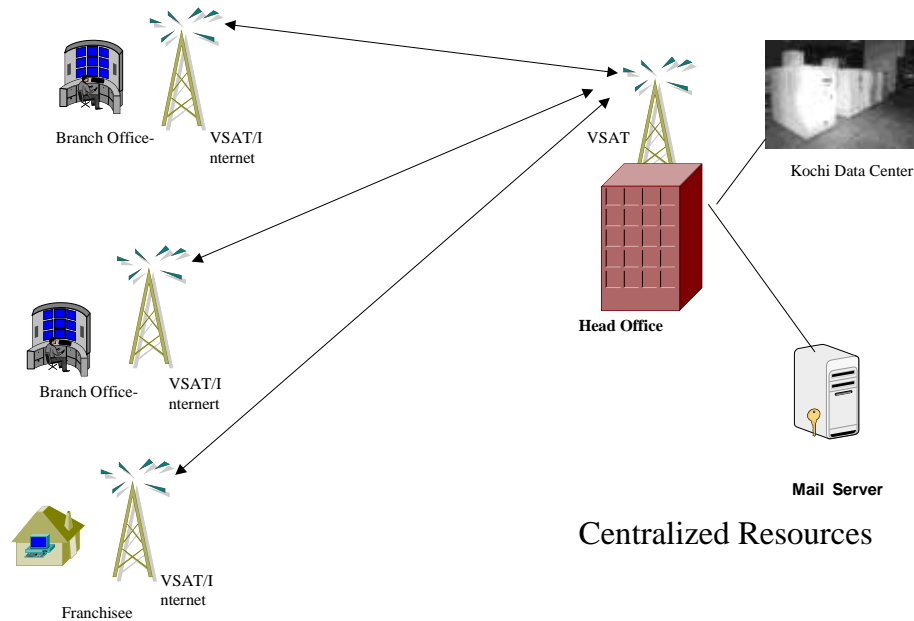
Key issues:



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GFSL wanted to execute Server based computing over VSAT. This is impossible with existing technology. Propalms VPN's patented Application Transformation technology made it possible. Geojit wanted to stop the deployment of branch specific databases and reduce support activity to branch offices and franchisees.



The financial services market although the biggest consumer of centralization solutions and security is the most competitive. One of the critical ways for GFSL to grow is via franchises. A reduced deployment cost to bring franchisees into the GFSL network in a secure manner is very important. GFSL needed a solution, which would have no – re-engineering costs and continue to use their existing application without the need of user re- training.

Propalms VPN Secure Remote Access Solution GFSL

With Propalms VPN, GFSL found a combination of Server based computing, Application Transformation and secure access technology that provides secure anywhere access for its users, proven security, and a lower total cost of ownership.

Propalms VPN offers a single secure access infrastructure for both Web and client/server applications that can scale to the company's users' demands. Propalms VPN also provided secure access to GFSL's other corporate applications.

Since the Propalms VPN solution terminates connections at the edge of GFSL network, it provides an additional layer of security. Only authorized users are granted access and there are never any direct connections to GFSL's, network from remote users or internal users trying to access the protected application or data.

Working with Propalms VPN, GFSL has quickly realized the cost benefits of using the Internet as a medium of communications between branches and increase productivity while maintaining the



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security of its internal applications and data. This has helped business continuity for GFSL and has enhanced service to their customers.