

Case Study: BridgeBit Capital Markets

BridgeBit Capital Markets ("BridgeBit") is the investment banking arm of Bridge Royal Group ("BRG"). It was created from BRG's corporate and institutional banking division in 2019, as part of a structural reform intended to comply with the requirements of the United Kingdom Financial Services (Banking Reform) Act 2013.

BridgeBit currently relies on BRG for all infrastructure and application management services under the terms of a Master Services Agreement ("MSA") which ends in 2023 with an option to renew for a further 5 years. In 2023 the budget for these services will be \$90m, and will increase to \$105m by 2027. BridgeBit would like to evaluate the cost of migrating and operating in AWS and ceasing their relationship for services with BRG.

BRG currently operates 4 data centers on behalf of BridgeBit and runs 16,880 physical and virtual servers within them. There are no lease obligations to BRG for the data centers and when the MSA ends, BridgeBit will be under no obligation to write-off the termination costs of the data centers.

BridgeBit needs to decide quickly, as to whether or not a move to AWS will be cost effective enough to meet the cost of migration, as well as deliver annual savings of at least 20% from 2023.

BridgeBit are also interested in reducing os licencing costs by switching to Amazon Linux where this is feasible and also utilising existing MSDN licences in their Windows development server estate.

In addition to cost savings, the business case also needs to demonstrate the ability for BridgeBit to realize significant value benefits, such as increasing agility, reduction of risk, improved productivity and better application performance and SLA's.

Current Technology Landscape:

- Servers:
 - 7,546 Physical
 - 9,334 Virtual
 - 944 Physical host for Virtual Machines
- Operating Systems:
 - 68% Linux
 - 24 Windows
 - 8% SLES
- Environment Types:
 - 52% Production
 - 28% UAT
 - 20% Development
- Storage:
 - 350TB SAN
 - 30TB NAS
 - 20TB Object
- Networking:
 - 10GB Bandwidth
- Refresh Cycle:
 - 5 years
- 9850 apps

Application Breakdown

R	Apps	Physical	Virtual
1	512	934	298
2	1257	812	338
3	3986	2063	4197
4	2938	1983	2837
5	923	1453	1199
6	234	301	465

PRESS RELEASE

BridgeBit to go all-in to the AWS Cloud

Business will achieve a 22% return on investment

LONDON - 16 August 2023 - BridgeBit Capital Markets ("BridgeBit"), a Bridge Royal Group company (FTSE: BRGX), has selected Amazon Web Services ("AWS") as its predominant cloud infrastructure provider. BridgeBit is one of the UK's leading investment banks and is part of BridgeBit Group. It was created from the Group's corporate and institutional banking division in 2019, as part of a structural reform intended to comply with the requirements of the Financial Services (Banking Reform) Act 2013 and to give the BridgeBit brand greater prominence.

Over the next two years, BridgeBit will migrate away from IT infrastructure services currently provided by BridgeBit Group and will move over 3,840 workloads and 17,824 servers from 4 on premise data centers to AWS. In addition, they will migrate away from running a number of services themselves and will utilize higher-level AWS services such as RDS to help reduce administrative overhead.

"Technology is going to play a central role in the future of banking as we move toward an experience that is real-time, digital-first, and that anticipates customer needs. AWS enables fast, efficient development and deployment of software and allows our teams to focus on what we do best - building great software and delivering innovative experiences to our customers," said John Doe, CIO, BridgeBit. "We're taking a cloud-first approach to development with AWS as our predominant cloud infrastructure provider."

"Cloud has become the new normal even for the most highly regulated, data-sensitive organizations like those in the financial services industry. Such organizations are making the cloud a core part of their central IT operations and digital transformation efforts to take advantage of the security, reliability, and broad functionality of the AWS Cloud," said Mario Thomas of AWS Global Advisory. "As a leading financial services institution, BridgeBit is embracing cutting-edge technology, like the AWS Cloud, to innovate in an industry that has great potential to benefit from technology transformation."

About Amazon Web Services

For 16 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 200+ fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 99 Availability Zones (AZs) across 31 geographic regions in the U.S., Australia, Brazil, China, Germany, Ireland, Japan, Korea, Singapore, and India. AWS services are trusted by more than a million active customers around the world – including the fastest growing startups, largest enterprises, and leading government agencies -- to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <http://aws.amazon.com>.

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