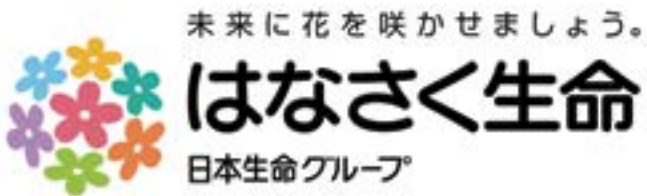


CUSTOMER SUCCESS STORY | HANASAKU LIFE INSURANCE CO., LTD.

# DEPLOYING A SMOOTH VDI ENVIRONMENT TO SUPPORT INSURANCE SALES IN A NEW ERA



# HANASAKU LIFE INSURANCE ADOPTS VDI FOR A FLEXIBLE REMOTE WORK FROM ANYWHERE EXPERIENCE.

## CUSTOMER PROFILE

**Organization:** Hanasaku Life Insurance Co., Ltd.

**Industry:** Insurance

**Location:** Japan

**Headquarters:** Roppongi Grand Tower 33F, 3-2-1 Roppongi, Minato-ku Tokyo, Japan 106-6233

**Founded:** July 2, 2018

**Capital:** 30 billion yen

## SOLUTION

- > **Virtual GPU Software:** NVIDIA GRID Virtual PC (GRID vPC)
- > **Virtual Desktop Environment:** Nissay Information Technology, Virtual Desktop Service, VMware Horizon
- > **Key Applications:** Microsoft Office 365, Skype, Teams, Yammer, original applications
- > **Server:** HPE ProLiant DL380 Gen10
- > **GPU:** NVIDIA M10

## OVERVIEW

Hanasaku Life Insurance, a strategic subsidiary of Nippon Life Insurance Company, is in charge of strengthening sales to agency channels, such as insurance shops. To do this, in June 2019, they started marketing new products. They successively launched new strategies in their product development and partner collaboration processes while enhancing sales to their distributors and insurance agents.

One of the featured strategies Hanasaku introduced is a virtual desktop infrastructure (VDI) that they made available to all employees. The flexible work styles realized by this infrastructure enabled employees to work from anywhere and expedited business processes. To run this infrastructure, Hanasaku adopted the HPE ProLiant DL380 Gen10 server powered by NVIDIA® GRID® Virtual PC (GRID vPC) software and NVIDIA M10 GPUs.

## CHALLENGES

### Addressing New Business Challenges as a Strategic Subsidiary of Nippon Life Insurance Company

Being the strategic subsidiary of Nippon Life Insurance, Hanasaku is targeting the insurance agent market, including fast-growing independent agencies and insurance agents. Kazunobu Kiguchi, section chief of the Corporate Planning Division, explains the challenges:

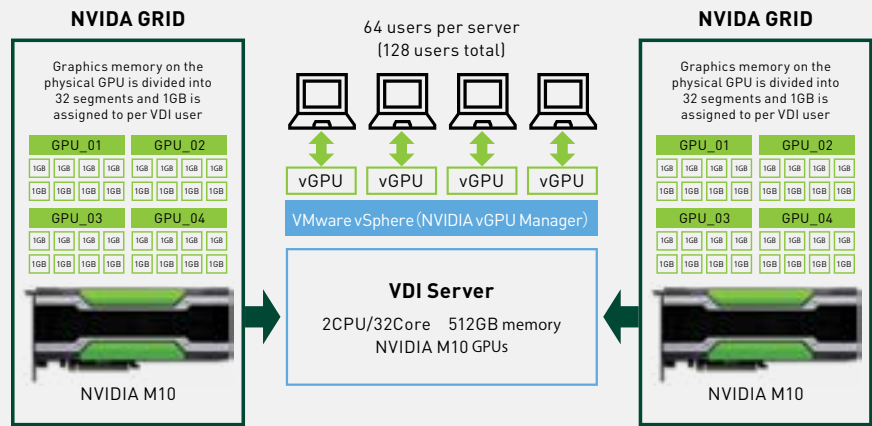
“We have more customers coming to us wanting to compare multiple insurance products and find the best one among them. Our mission is to continue delivering attractive products and services that will meet customers’ needs while the social environments and their lifestyles are changing. Beyond the current scheme, we are seeking to create new products, explore new channels and new markets. We are tackling new challenges with a sense of urgency versus the conventional way.”

Hanasaku defines themselves as a new insurance creator, aiming to achieve two objectives. The first, as Kiguchi mentioned, was to continue delivering new products and services, a core part of their corporate mission. To do that, they sought to proactively work with non-insurance sectors and incorporate cutting-edge technologies.

“Another mission is to become a company where the employees always feel a sense of satisfaction for what they do,” says Junichi Kuwayama, section chief of the Corporate Planning Division. “For everyone to perform at their best, we are particularly committed to creating a comfortable work environment. Our office has adopted the hot desking system. Our



Hanasaku Life Insurance addressed new business challenges while leveraging the assets that Nippon Life Insurance has built over the years. One of the infrastructures supporting their new endeavor is the VDI environment.



employees use communication tools, such as Skype, Teams, Yammer, along with Microsoft Office 365. We offer opportunities for people who have constraints in terms of commuting, work hours, and working arrangements by allowing them to choose how they want to work.”

## SOLUTION

### Building a Low-Cost, Smooth VDI Environment with NVIDIA GRID vPC

Hanasaku Life Insurance introduced the VDI environment in July 2018 when it started operating as a spin-off company from Nippon Life Insurance. For the VDI service platform, Hanasaku adopted HPE ProLiant DL380 Gen10 servers, each equipped with two NVIDIA M10 graphic cards. “We proceeded with the VDI introduction project with two perspectives—defense and offense,” says Daisaku Handa, project manager in the IT Strategy Division. “Enhancing client security, reducing client management costs, and establishing the infrastructure for continuing the business, all of those are the advantages of ‘defense’ with VDI. We were more concerned with the ‘offense’ aspect. By realizing flexible work styles and untethering employees from the office or their desk, we aimed to improve productivity at the company-wide level and provide an environment for facilitating communication and collaboration to foster innovation.”

Nissay Information Technology (NISSAY IT) provided Hanasaku with comprehensive support services, from designing and building the VDI platform by selecting appropriate technologies to launching the VDI service in production. Yasuo Itami, chief specialist in NISSAY IT’s Infrastructure Innovation Department, explains the requirements:

“Their three important requirements are using the VDI services, providing comfortable user experiences, and adopting the service at an appropriate cost. In 2012, NISSAY IT adopted VDI in our workplace and started offering VDI services for client companies. We worked on this project by leveraging our experiences and assets.”

NISSAY IT put in a lot of work to provide comfortable user experiences in the VDI environment while minimizing cost. The project team led by Itami prepared a verification environment using the physical machine



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Hanasaku Life Insurance Co., Ltd.



**Junichi Noriyama**  
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**Yasuo Itami**  
Chief Specialist, IT Infrastructure  
Innovation Department  
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**“Before the new system, we had to commute to the office, use the computer at our desk, and we needed permission if we took a company laptop outside of the office. But now that managers carry a VDI terminal around, it expedites decision-making processes and leads to prompt actions.”**

Kazunobu Kiguchi,  
Section Chief,  
Corporate Planning Division,  
Hanasaku Life Insurance

and repeated testing. Takero Onoda explains, “Since the Windows 10 environment consumes a lot of graphic resources, responses aren’t returned at a comfortable speed if the machine is running in the same capacity as Windows 7. We carefully selected the system architecture and device configuration so that they’ll be able to use the system comfortably in the Windows 10 environment for an extended period.”

When Windows 10 was introduced, the 2017 version consumed 32 percent more graphics load than Windows 7. For the 2018 version, the load increased by 50 percent. Itami and Onoda determined that the best configuration to handle it was a combination of HPE ProLiant DL380 Gen10 and NVIDIA M10. “In this approach, NVIDIA GRID vPC optimizes GPU resources and enhances the graphics performance. It can accommodate 64 users per server while maintaining the response speed at a comfortable level. Instead of increasing the number of servers to allocate more CPU resources, work typically done by the CPU is offloaded to the GPU, and this approach achieves higher performance,” says Itami.

### **HPE ProLiant DL380 Gen10 Server with NVIDIA GRID vPC**

NISSAY IT selected the best-selling two-unit rackmount server for the VDI deployment: HPE ProLiant DL380 Gen10. For the first time in the industry, this world-standard server implements silicon-level security. It also comes with enhanced automation features, such as optimizing performance according to the workload. NISSAY IT has adopted HPE ProLiant DL380 Gen10 servers for a broad range of applications, from VDI to NISSAY IT cloud and service infrastructure for client applications.

“HPE has a wide selection of server products compatible with NVIDIA GPUs. Among these, HPE ProLiant DL380 Gen10 servers seem to produce excellent price performance. We decided to go with their approach since NVIDIA GRID software is adopted on a global level, and NISSAY IT has experience with installing the system for internal use,” says Onoda.

NVIDIA GRID vPC software virtualizes the physical GPU on the server and allocates GPU resources to multiple virtual desktops. In the VDI environment of Hanasaku Life Insurance, a single NVIDIA M10 with 32 gigabytes (GB) of graphics memory can accommodate 32 users by assigning 1 GB per user.

“We verified the startup time of the operating system and applications, calculation processing, and operation speed that users experienced. The effect of speed optimization by GPU and CPU resource reduction was impressive. We confirmed that they would be able to use the VDI environment comfortably for years to come,” says Itami.

NVIDIA GRID vPC enhances graphics properties and responsive performance in the VDI environment but has reduced the server’s CPU resource usage by approximately 30 percent. Handa says, “Performance optimization from NVIDIA GRID vPC in the user environment has improved user experiences in a wide range of operations, such as the startup time of Windows 10 and

Office applications, video conference using Skype, video playback, and scroll performance for large spreadsheets. They did great for reducing the number of physical servers while optimizing the performance.”

## BENEFITS

### Ensuring Timely Decision-Making and Action Anytime and Anywhere

“Having comfortable user experiences convinced us that the VDI environment turned out to be much more beneficial than we initially expected. Before the new system, we had to commute to the office, use the computer at our desk, and we needed permission if we took a company laptop outside the office. But now that managers carry a VDI terminal around, it expedites decision-making processes no matter where or when, and allows our staff to act promptly,” says Kiguchi.

To promptly respond to customers’ business inquiries, it’s a significant advantage to be able to access critical business systems—such as contract management, client management, and agency performance management—from a VDI terminal safely and comfortably.

“We have an employee who returned from maternity leave working remotely on some days. We are also enabling our employees to work remotely and avoid long commutes. As long as we have VDI terminals, we can work in the same setup as at the office, which is a substantial advantage,” says Kuwayama.

All of these advancements have enabled Hanasaku to pursue its mission. Handa says, “All employees of Hanasaku Life Insurance started exploring new channels and markets and developing new products. The VDI environment is critical for us to become the ‘new insurance creator’ we are striving to be. We hope that NVIDIA and Hewlett Packard Japan will work together with NISSAY IT and provide us with solutions for taking our performance to the next level.”

To learn more about  
NVIDIA GRID vPC, visit:  
[www.nvidia.com/grid](http://www.nvidia.com/grid)



Nissay Information Technology Co., Ltd. (NISSAY IT)  
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[www.nvidia.com/grid](http://www.nvidia.com/grid)



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