

Media & Entertainment

Delivering market data to banks and brokers in real time

ET Net

Financial news agency ET Net keeps clients informed of stock market activity and trends with real-time data services featuring Lenovo ThinkSystem servers powered by AMD EPYC™ processors.

Powered by



1

Who is ET Net?

ET Net provides real-time financial news, market commentaries, stocks, and derivative quotes to professional traders and investors, banks, and broadcast media. Based in Hong Kong, ET Net publishes in Traditional Chinese and provides information on the Hong Kong, Chinese, and US stock exchanges.

經濟通
etnet

2

The Challenge

ET Net provides data services to brokers, banks, and broadcast media in Hong Kong through enterprise applications, its website, and its mobile app. Markets move fast, and prices can fluctuate significantly throughout the day. ET Net strives to deliver data, news, and analytics to its clients in real time—which requires high-end, high-performance data center infrastructure.

Daniel Choi, Systems Director at ET Net, elaborates: “We receive data from the stock exchanges, convert and normalize the data, and transfer it to the front-end servers that run client-facing applications. We must handle and process the data extremely quickly, which requires high-speed RAM and powerful CPU resources. We store all this data for up to 20 years, so clients have access to extensive historical stock prices and volumes, which they can use to uncover trends and inform their decision-making.”

With its existing infrastructure out of support and approaching end of life, ET Net decided to take the opportunity to ramp up its memory and processing power during the refresh.

“

“Our previous Lenovo Flex System infrastructure had served us well for many years, but the time had come for an upgrade. At the same time, we saw a chance to take advantage of the latest advancements in RAM and CPU technology.”

Daniel Choi

Systems Director, ET Net

Time for an upgrade

ET Net engaged long-time technology partner Lenovo to design a solution that balanced high performance with cost-efficiency.

The company selected a cluster based on Lenovo ThinkSystem SR665 V3 and SR645 V3 servers virtualized with VMware vSphere, connected to Lenovo ThinkSystem DE Series storage arrays with Lenovo ThinkSystem DB610S FC SAN switches.

Each server features up to two 4th Gen AMD EPYC™ 9004 CPUs with up to 128 cores per processor, providing leadership performance, productivity, and energy efficiency with exceptional memory bandwidth and capacity. And with support for DDR5 memory DIMMs, each server supports up to 6 TB of system memory.

Hardware

Lenovo ThinkSystem SR665 V3
Lenovo ThinkSystem SR645 V3
Lenovo ThinkSystem DE Series
storage arrays
Lenovo ThinkSystem DB610S FC
SAN switches
4th Gen AMD EPYC™ 9004 CPUs

Software

VMware vSphere

Services

Lenovo Hardware
Installation Services
Lenovo Premier Support

“

“With support from Lenovo, the installation and migration went extremely smoothly. We’ve been using the Lenovo ThinkSystem servers and storage for three years now without any issues. We’re very pleased with the reliability and stability of the hardware.”

Daniel Choi

Systems Director, ET Net

3

Results

Powered by 4th Gen AMD EPYC™ processors, the new Lenovo ThinkSystem servers deliver the high RAM and CPU performance that ET Net needs to deliver real-time data services to clients.

“Clients rely on our data services to keep up with the stock market and optimize their investment strategies,” says Daniel Choi. “Backed by Lenovo and AMD technology, we can provide the information our clients need in real time.”

Thanks to the improved price/performance/power usage ratio of the 4th Gen AMD EPYC™ processors, ET Net has consolidated its footprint and reduced costs by 25% compared to its previous infrastructure. “It’s a win-win situation—higher performance at a lower cost,” confirms Daniel Choi.



Superior CPU performance



High RAM capacity



25% cost saving

Why **Lenovo** and AMD?

ET Net has worked with Lenovo for many years and considers Lenovo a trusted partner. “We have very good experiences of both Lenovo technology and support,” says Daniel Choi. “Our previous Flex System infrastructure was extremely reliable, so we have great confidence in Lenovo hardware.”

When its Flex System infrastructure came up for renewal, ET Net evaluated other vendors but found that Lenovo remained the optimal choice. “Only Lenovo proposed a solution that not only met all our technical requirements, but also delivered a significant cost-saving,” recalls Daniel Choi. “That’s thanks in large part to the excellent price/performance ratio and energy efficiency of the AMD EPYC processors.”



How can news agencies keep clients informed in real time?

ET Net modernized its IT with Lenovo and AMD technology, boosting performance and memory to keep real-time data services running reliably.

[Explore Lenovo and AMD Solutions](#)

Powered by

