HUMBLE
M O N K E Y

[Humble Monkey](#) provides business technology consulting, support and services to clients in various businesses in New York City and the surrounding area.

Industry
Business services

VMware footprint
• VMware SD-WAN™

• VMware SD-Access™

IT Firm Humble Monkey Sees Billion-Dollar Results with VMware SD-Access

Hedge funds rely on split-second speed and rock-solid security for the best financial results. New York–based IT firm Humble Monkey has invested in VMware SD-WAN and VMware SD-Access for highly available, resilient and secure connectivity for its customers in the financial industry.

Building resilient network infrastructure for financial markets

Humble Monkey is a boutique IT firm that serves financial companies in the New York area. The company's expertise includes advisory services, system and infrastructure design, corporate policy, and disaster recovery. The Humble Monkey business model is built on helping to guarantee speed, security and efficiency while building and maintaining network infrastructure for its financial services customers.

Using technology, Humble Monkey has set out to discover how much more efficient and secure networking can be for one of its customers—a successful hedge fund with more than 25 years of managing billions of dollars in capital—in an industry where speed is the default.

"One of the rules of IT is that you never know what to expect, so you need good tools. VMware SD-Access is an extremely attractive solution that gives us another set of capabilities, including management features above and beyond any kind of traditional VPN client. It's a lot more flexible and seamless, and the more seamless a tool is for end users, the more effective that tool is."

Gordon Gabbay, Managing Member, Humble Monkey LLC

vmware®

Operating at lightning speed

American hedge funds manage an estimated USD $4 trillion in assets, pooled from sovereign wealth funds, pension funds, endowments, high net worth individuals, and corporations looking to get better yields than conventional assets, such as Treasury bills and mutual funds, offer.

These funds rely on incredibly complex trading algorithms to find market opportunities, using automated tools to trade securities at lightning speed. To maintain operations of that scale, reliable, secure and efficient networking that is redundant and fault tolerant is essential.

Humble Monkey was upgrading the network infrastructure for a hedge fund with a small staff of 40 employees spread across four locations, including New York and Pennsylvania. A key concern was to support distributed users and provide seamless access to the environment.

For this customer, Humble Monkey needed to emphasize resilience and configure different network channels to adapt to contingencies. The firm's New York office and Pennsylvania data centers were connected using dark fiber supporting a stretch cluster that already used a VMware hardware solution for the physical sites. However, solutions for remote users needed to be consistent and transparent for everyone while optimizing access according to each user's stance.

Gordon Gabbay, managing member, Humble Monkey LLC says, "If we had somebody connecting from outside or during a disaster, whether they were connecting to New York or Pennsylvania over the stretch cluster, it could become problematic. And a great solution to that is SD-WAN as an arbiter."

Connecting remote sites seamlessly with VMware SD-WAN

VMware SD-WAN has been critical for Humble Monkey to connect distributed locations, monitor networks remotely, and enable clients to scale usage to their needs using site-to-site and site-to-multiple cloud setups.

"If we're running all our servers on the stretch cluster out of New York compared to running all the servers off the stretch cluster out of Pennsylvania, it's two different paths. But it's transparent to the end users, and it works no matter where the users and servers are. The beauty of a stretch cluster is that I could be running my servers in New York and Pennsylvania, and no one will know because they're running out of the backup site. We have 10Gb fiber between the sites, and latency is extremely low," says Gabbay.

To build redundancy into networks, Humble Monkey relies on a combination of two different fiber lines and Starlink satellite internet, with battery backups that ensure the company is never offline.

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>
> Gordon Gabbay, Managing Member, Humble Monkey LLC

VMware SD-Access for secure multipoint access

When Humble Monkey sought a remote connectivity solution to tie in with the existing VMware SD-WAN implementation, the company was excited to learn about VMware SD-Access. "It's absolutely a complement to our existing VMware SD-WAN solution and dovetails perfectly," says Gabbay.

Because the hedge fund customer's employees connect from multiple devices, there are more than 120 endpoints on the software side. Humble Monkey had an idea to deploy a remote connectivity solution through which everyone could access their systems whether at home, on location in New York, or on the go: VMware SD-Access.

That setup also allows Humble Monkey to have a secure endpoint to monitor and manage its customer's environment remotely.

"One of the rules of IT is that you never know what to expect," says Gabbay, "so you need good tools. VMware SD-Access is an extremely attractive solution that gives us another set of capabilities, including management features above and beyond any kind of traditional VPN client. It's very easy to set up and execute. It's a lot more flexible and seamless than traditional VPN, and the more seamless a tool is for end users, the more effective that tool is."

A cloud-agnostic approach to data security

For this Humble Monkey hedge fund customer, VMware SD-Access proved invaluable in that it helped the financial company deploy a straightforward connectivity solution and provide better access based on contingencies. And, in active usage, Humble Monkey recorded a 100 percent satisfaction rate with the VMware SD-WAN deployment by providing seamless connectivity for its customers' end users.

On the security angle, Gabbay says that VMware SD-Access satisfied all its customer's "hypersensitive" security requirements: "The ability to require security software before it enables multifactor authentication is a key concern right off the bat from a compliance perspective."

That's especially relevant for an industry that grapples with ransomware, hackers and opportunistic bad actors, where a single attack can cost hundreds of millions to mitigate. The entire ethos of hedge funds is the ability to focus on their clients' results. Anything that achieves that goal—including data security—is a huge win.

Setting the pace for multichannel networking for cutting-edge financial operators

Since completing a successful deployment for this hedge fund customer, Humble Monkey has signed up two other clients interested in the redundant network access infrastructure VMware SD-Access offers. By estimates, future installs could take as little as a few hours to less than a week, even when factoring in intensive testing before going live.

"For our use case," says Gabbay, "the VMware SD-Access deployment was fast and painlessly deployed in the environment we needed it. It's a remarkable addition to the entire VMware suite we depend on. It's amazing how it syncs with our setup."