



“All customers, regardless of size, are looking for enterprise features to effortlessly manage, protect, archive and maintain data assets throughout the lifecycle. So were we.... The Hitachi platform has everything we need to unite, manage and replicate storage.”

*Chris Sator
 Director, Data Center Solutions
 FlexITy*

FlexITy Solutions

INDUSTRY Services: Technology Solutions Provider

SOLUTIONS **Virtualization, Enterprise Platform**
Hardware — Hitachi Universal Storage Platform® VM (in addition to current Hitachi Adaptable Modular Storage 500)
Software — Hitachi Tiered Storage Manager, Hitachi Tuning Manager, Hitachi Universal Replicator
Services — Provided by Hitachi Data Systems Customer Service and Support

FlexITy Evolves Services Oriented Infrastructure with the Hitachi Universal Storage Platform® VM

FlexITy Solutions uses its highly progressive multimillion dollar interoperability lab to demonstrate next generation data center solutions to enterprise and midmarket customers. With a steady influx of new devices and technologies at the lab, managing the infrastructure was time consuming and complex. FlexITy implemented the Hitachi Universal Storage Platform VM to evolve its own environment and to provide customers with a deep inventory of advanced storage functionality, including virtualization and universal replication.

When it comes to understanding how sophisticated storage technology can support vital business operations, seeing is believing. FlexITy Solutions, a leading Canada-based technology solutions provider, uses its highly progressive lab to build and demonstrate proof-of-concept designs for an impressive roster of enterprise and midmarket customers. With a comprehensive portfolio of service-oriented infrastructure offerings, including managed and consultancy services, FlexITy helps clients orchestrate IT resources, processes and technologies to achieve better business performance and meet stringent data specifications. As advisors and builders of flexible IT infrastructures — thus the name FlexITy — the company stays focused on aligning business and technology.

Show and Sell: The Service Oriented Infrastructure

Showing customers how something works can go a long way toward configuring and selling the right solution. The FlexITy Interoperability and Testing (FIT) Lab is where it all happens. The over 6,000 square foot, purpose-built lab environment offers an extensive assortment of mission critical products in diverse environments, to explore new technologies and validate customer solutions.

A hallmark of the lab's success is demonstrating to clients how to deliver IT resources and operational practices as well defined services, known at FlexITy as Service Oriented Infrastructure (SOI). This strategy for building

a service, such as a database service or messaging service, requires several key steps. First, the customer's key policies and roadmaps are identified, and then the right mix of components is placed into the design. Next, the service's design and integral processes are tested, deployed and automated, at the lab first and later onsite.

"It's hard for customers to crystallize a vision of a next generation data center if they're mired in the daily pains of data migration and replication or storage utilization issues. The magic of demonstrating the SOI is being able to help customers understand how it relates to what they want to resolve, what they want to do. We decided to evolve our lab to better demonstrate the value of storage virtualization and universal replication, while also alleviating some of our own cumbersome storage tasks," explains Director of Data Center Solutions at FlexITy, Chris Sator.

Search and Deploy: The Evolutionary Storage Platform

Unlike IT shops in most industries, where an investment is put in place to meet a three or five year IT plan, the FlexITy lab has a steady influx of new devices and technologies to assimilate and maintain. "Because we need to keep up with different equipment models and refresh trends that occur, we typically haven't invested in a lot of storage capacity. But in order to have my staff building customer solutions rather than managing mundane storage duties, I wanted to find a storage



"Now, we don't have to worry about taking our solution integration team members out of billable activities to migrate data. We use the Universal Storage Platform VM to set up various disk pools for quick migrations and just monitor it periodically. We're so much more productive."

*Chris Sator
Director, Data Center Solutions
FlexITy*

virtualization platform that transparently moves and manages data across multiple platforms,” says Sator.

Sator also wanted to be able to deploy storage as a service to clients. Implementing a highly flexible and durable storage virtualization platform could meet internal storage efficiency goals and improve virtualization expertise while expanding FlexITy’s managed storage services to customers. And while some customers may already have bigger enterprise storage solutions, Sator has observed that they might not be leveraging all assets. This may be due to license restrictions of replicating data between storage systems rather than across storage systems based on its asset life, while leveraging thin provisioning and universal replication.

“All customers, regardless of size, are looking for enterprise features to effortlessly manage, protect, archive and maintain data assets throughout the lifecycle. So were we. From a virtualization standpoint, the Hitachi Universal Storage Platform VM has everything we need to unite, manage and replicate storage for FlexITy and for our clients. From a business standpoint, we purchased the platform with the greatest flexibility in maintaining an ever changing demonstration lab at an excellent price point,” Sator says.

Universal Appeal: Hitachi Storage Virtualization

The FIT Lab accommodates integrated solution demonstrations and proof-of-concept environments, and it boasts everything from biometric security controls to network simulation tools. At the heart of the lab now sits the Hitachi Universal Storage Platform VM.

Designed for complete virtualized storage management across heterogeneous environments, the Universal Storage Platform VM delivers enterprise-class performance for controller-based virtualization, thin provisioning and universal replication in a modular footprint. With nearly limitless virtual ports available and up to 96PB of total storage capacity, the Hitachi platform supports exceptional data mobility with highest levels of availability and scalability.

“With the Universal Storage Platform VM, we have a powerful instrument to unite storage pools as one. . . . We can pool and allocate as required and use the virtualization features to support both mainframes and open systems environments,” says Sator.

The Hitachi Universal Replicator software uses one-to-many asynchronous data replication to support storage connected to the Universal Storage Platform VM and copy data between devices, regardless of operating system or protocols. Other Hitachi management tools pitch in to simplify storage tasks across the lab and reduce staff time and effort. The Hitachi storage management software suite uses a single management interface for the entire virtualized pool of internal and externally attached storage.

For nondisruptive volume movement between storage tiers and quicker storage provisioning, Hitachi Tiered Storage Manager enables easy identification, classification and movement of volumes according to FlexITy’s performance and availability application requirements. “Tiered Storage Manager allows us to transparently move data between devices without hassle, and match volumes to defined characteristics without effort. What’s more, Tiered Storage Manager is a catalyst for having a service oriented framework for storage,” Sator says.

Out in Front: A Results Oriented Infrastructure

With the Hitachi Universal Storage Platform VM, FlexITy remains in the forefront of innovative technology offerings for its clients, while trimming in-house costs and time. “We demonstrate the versatility and functionality of the Universal Storage Platform VM to our clients, educating them about storage virtualization and universal replication to help them solve painful issues efficiently and cost-effectively. At the same time, my staff is able to accomplish much more in a day than ever before,” says Sator.

About FlexITy

As a Hitachi TrueNorth Platinum Channel Partner, FlexITy has the following certifications and capabilities:

- CSP Certified Partner
- HCP, HCI, HCA Certifications
- Certified Skills and Experience
 - Hitachi Command Suite software
 - Cisco and Brocade; SAN and WAAS/WAFS
 - Hitachi Enterprise and Modular Storage
 - Commvault Certified Professionals
 - Diligent Trained Professionals

FlexITy staff used to build demos and learn new technologies after hours or over weekends in order to manage the fluid lab environment. “Now, we don’t have to worry about taking guys out of billable activities to migrate data. We use the Universal Storage Platform VM to set up various disk pools for quick migrations and just monitor it periodically. We’re so much more productive,” he adds.

 **Hitachi Data Systems Corporation**

Corporate Headquarters

750 Central Expressway
Santa Clara, California 95050-2627 USA
www.hds.com

Regional Contact Information

Americas: +1 408 970 1000 or info@hds.com
Europe, Middle East and Africa: +44 (0) 1753 618000 or info.emea@hds.com
Asia Pacific: +852 3189 7900 or hds.marketing.apac@hds.com

Hitachi is a registered trademark of Hitachi, Ltd., in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd., in the United States and other countries.

All other trademarks, service marks and company names in this document or website are properties of their respective owners.

Notice: This document is for informational purposes only, and does not set forth any warranty, expressed or implied, concerning any equipment or service offered or to be offered by Hitachi Data Systems Corporation.

© Hitachi Data Systems Corporation 2010. All Rights Reserved. . SS-128-B DG November 2010