

Hitachi Storage Solutions at Work

Impsat Fiber Networks / **Impsat**

Country/Region

Argentina, South Latin America

Activity

IT infrastructure and telecommunications

Solutions

Hitachi Thunder 9570V
Disk Array Management Program
Hitachi Storage Service Manager
Hitachi Data Link Manager
7x24 software and hardware support

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**Roberto E. Vigo, VP, Technology and Operations,
Impsat Fiber Networks.**



Impsat is a leading provider of integrated telecommunications services including Broadband, DataCenter, Telephony and Internet in Latin America and the United States. With a 15 years track record in the state of the art technology market, the company currently offers its corporate customers a wide reaching Latin American coverage, since it has operations in eight countries in the region: Argentina, Brazil, Chile, Colombia, Ecuador, Peru, United States and Venezuela. Impsat has local area networks in metropolitan areas -1,000 kilometers of optical fiber- in the 15 largest cities in Latin America as well as 15 Data Centers that use on average 80% of their capacity and an international network that includes over 8,800 kilometers of optical fiber. Impsat's goal, which is part of its long term vision, is to be one step ahead, a challenge embedded in its "Think Ahead" vision. It is with this philosophy in mind that Impsat decided to find and implement the largest and most reliable storage solutions.

The need to provide higher functionality

Today, with over 1,270 highly qualified staff, Impsat provides services to over 3,500 customers in the region. Since its creation, the company has invested over \$ 1.2 billion, and its turnover in 2004 increased to \$ 227,7 million. Its goal is to be the leading provider of high quality IT infrastructure and communications solutions for the corporate market. Through its world class infrastructure and a highly professional team, it provides high value added services to its customers in the region.

Prior to deploying Hitachi Data System's solutions, Impsat had an inferior technology, which prevented it from providing better services involving advanced features.

Customized solution

In order to select the most attractive offering to optimize the storage of customer information, Impsat assessed other industry leading companies, but Hitachi Data System's quality, high performance and financing alternatives were key when it came to making the final decision. Impsat carried out a technical and business analysis of the various alternatives, and Hitachi Data Systems was selected after an assessment process in which the technical staff of the countries where the company provides its services was involved. The major factors considered were the technological leap as well as the supplier's reliability and resiliency. The company also assessed technology related aspects, service level and, obviously, economic and financial aspects.

Hitachi Data Systems offered Impsat a customized solution based on an intelligent storage system that is part of the Thunder 9570V rackmountable line, with a 7x24 technical support service.

The offering also included software solutions such as the Disk Array Management Program, Hitachi Storage Service Manager and Hitachi Data Link Manager.

The deployment process was started by surveying Impsat's customers, compatibility and setups in order to enable migration from the old to the new technology. After three weeks, all of Impsat's customers were already using Hitachi Data System's solution in the production environment.

Significant improvements

Roberto E. Vigo, Impsat's Technology and Operations VP, explained that "all throughout the solutions' deployment process, our relationship with Hitachi Data Systems has been excellent, both from the technical side -solution design, technical resources training, equipment installation and after sale support- and the business side, that includes the advantages of a single framework agreement for the region and a highly convenient leasing model!". And he added that "I would also like to underline that the regional coordination has been excellent, which has helped us optimize the solutions' assessment process and reduce purchasing cycle times".

Since Hitachi Data Systems' solutions were implemented, Impsat has significantly improved its productivity in the Operations

area. Furthermore, according to Vigo, the new system "even exceeded our expectations as regards deployment times".

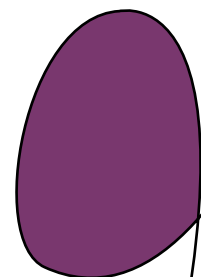
According to Impsat, Hitachi Data System's solutions' two major advantages are their resiliency and functionality. Now, thanks to the new storage system, Impsat's customers have access to a comprehensive services portfolio ranging from disk back up solutions to high availability resources. The new system has also enabled Impsat to continue providing solutions to customers with the most disparate architectures and operating systems.

Hitachi Data Systems plays a role in Impsat's long term goals

"Impsat is clearly an early-adopter of communications and IT technologies. In the Data Center area, the new technologies we are adopting will help us converge in the middle term in the Utility Computing model", pointed out Roberto Vigo. And he added that "since our customers are corporations, having state of the art technology is not enough. We have to make sure that our services meet their required quality standards. And in order to ensure this, we need the new technologies not only to be robust but also to have the right support. Hitachi Data System was also selected because of its storage product road map for the next years and their support structure in the region. We feel very comfortable with both of them".

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