



“We needed an open storage platform for managing different clients’ infrastructures. The Hitachi Data Systems offer allowed us to manage data using a common denominator, which could harmonize the various features of the application themes and adapt to the respective needs of each one.”

*Antonio Cardone
 Planning and Service Engineering Manager
 Top Client Market Department
 Acantho*



Acantho

INDUSTRY Telecommunications

SOLUTIONS **Enterprise Platform, Virtualization**
Hardware — Hitachi Virtual Storage Platform, Hitachi Universal Storage Platform® V
Software — Hitachi Dynamic Tiering
Services — Disaster recovery implementation virtualization and migration services provided by Hitachi Data Systems Global Solution Services

Acantho Consistently Chooses Hitachi Storage Technologies to Support Telecommunications Innovation and Delivery

Italy-based Acantho, the Emilia-Romagna region's telecommunications company, has provided integrated broadband services to over 2 million people since 2001. The company has experienced rapid growth as it offers business and corporate clients added-value, "tailor-made" projects and solutions in the fields of data transmission, voice, video, security, broadband and wireless Internet. In particular, it delivers connectivity, voice and data center services, supported by its own fiber optic network and a state-of-the-art Internet data center. Since 2003, Acantho has chosen Hitachi storage technology to ensure heightened performance and reliability of its IT infrastructure.

With 139 employees, 7500 clients, 1600 sites linked via optical fiber and €40 million turnover in 2009, Acantho is an established business. Its corporate structure comprises: 79.92% Gruppo HERA, the leading Italian multi-utility distributor in the field of energy, water and waste disposal; 18.87% CON.AMI, a company that manages the community resources of 23 municipalities in the provinces of Bologna, Ravenna and Florence; and 1.21% Gruppo AIMAG, which provides services in the fields of energy, water, waste disposal and technology.

Acantho is firmly rooted in the region. The company actively participates in the development of local telecommunications by offering integrated broadband services, encouraging development of partnerships and dealings with other local companies operating in the information and communications technologies (ICT) sector. Acantho strives to put innovative services into operation, and presents itself as an "incubator" for new applications, in conjunction with universities and research centers. Its target

market includes local government (15%), Gruppo HERA (36%), small, medium and large businesses (40%) and telecommunication operators and ISPs, both national and local.

Early Reliance on Hitachi Enterprise Storage

Acantho has used Hitachi enterprise storage since 2003 (purchased through Sun Microsystems until 2010), when it was commissioned to implement an SAP platform dedicated to Gruppo Hera, which began outsourcing just this year.

Centralizing applications and data storage systems at the Acantho data center on a large-scale storage platform has enabled IT management processes to be optimized. As a result, Acantho's and its major shareholders' business processes have been optimized.

The use of Hitachi technology has become more widespread over the years. It has broadened to include implementation of data protection solutions (disaster recovery) and virtualization of disk systems from different brands, with the aim of providing multitiered solutions with the same software functionality. This has given Acantho the opportunity to expand and diversify its provisioning of managed storage services for its target market segments.



"The Hitachi Data Systems solution allowed us to simplify the study and analysis of capacity and performance planning trends."

*Antonio Cardone
Planning and Service Engineering Manager
Top Client Market Department
Acantho*

Hitachi Meets Essential Requirements, Remains Acantho's First Choice

The selection of Hitachi technology is linked to its storage platforms' capacity to meet several essential requirements. These include performance, enterprise-level data access and a higher degree of scalability. This last feature was assessed particularly carefully, since Gruppo Hera found itself in a period of rapid growth, which would soon lead to a listing on the stock exchange. Other determining factors were the high level of availability and the reliability of the Hitachi technology and Hitachi Data Systems Global Solution Services (GSS) offerings.

"Our relationship with Hitachi Data Systems is further strengthened and focused on storage issues relating to the path of technological innovation, which we have been following since 2009, along with steadily reaching the end of life of existing storage platforms," says Planning and Engineering Manager at in the Acantho Top Client Market Department, Antonio Cardone.

During the technological upgrade, Acantho also compared services offered by the main suppliers in this field with those of Hitachi Data Systems. The results showed Hitachi technology and services to be characterized by greater levels of flexibility and scalability, as well as by the capacity to adapt to various application requirements.

"We needed to provide ourselves with an open storage platform for managing the infrastructure of different clients. The HDS offer allowed us to manage data using a common denominator, which could harmonize the various features of the application themes and adapt to the respective needs of each one. In addition, the HDS

solution allowed us to simplify the study and analysis of capacity and performance planning trends," says Cardone.

Before the implementation of Hitachi systems, Acantho's IT infrastructure was made up of hosting and storage systems from various suppliers, and it used mainly DAS or NAS technology with a low level of scalability. These systems provided basic web hosting and email services, with total disk space of less than 1TB.

The decision to take the route of outsourcing services on behalf of Gruppo Hera at the Acantho data center gave rise to a new challenge. Acantho needed to establish a centralized infrastructure with greater capacity on which to integrate and consolidate an enterprise resource planning (ERP) system and all the legacy applications. This process has consolidated and improved provisioning and management of Acantho disk storage systems.

The first installation of Hitachi storage in 2003 made around 10TB available in the storage area network (SAN); Hitachi high-performance storage systems recently purchased by Acantho currently host around 200TB of data. Hitachi Universal Storage Platform® V (USP V) and Hitachi Virtual Storage Platform (VSP) disk storage systems join the technological update process of the existing disk storage systems. GSS provided basic installation and configuration services for the storage systems as well as a data migration plan to be carried out in narrow service windows. This guaranteed the lowest impact on the operation and delivery of the service application.

There were just a few months between purchasing the system and putting it into production. USP V was put into production between May and September 2010. The company began bringing VSP into production in June 2011.

In the medium term, Acantho intends to adopt solid-state disk (SSD) technology and Hitachi Dynamic Tiering functionality on VSP.

Advantages for Acantho

Since implementing Hitachi storage in 2003, Acantho has seen increased performance in accessing data applications compared to the previous storage systems. With VSP, Acantho has benefited from new functionalities for optimized and integrated data management.

Acantho has also seen a reduction in costs. Its data center facility now uses less space and consumes less power. And the new VSP allows for better monitoring and provisioning, with less impact on Acantho's operating structures.



 **Hitachi Data Systems**

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 2011. All Rights Reserved. SS-329-A DG November 2011