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*Mr. Tispol Nakomsri
 Assistant Vice President
 Bangkok Cable Co., Ltd.*



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INDUSTRY Manufacturing

SOLUTIONS **Enterprise Platform, Modular Platform, Virtualization, Green Solutions**
Hardware — Hitachi Universal Storage Platform® VM and Hitachi Adaptable Modular Storage 2100
Software — Hitachi Device Manager, Hitachi Navigator Modular 2 and Hi-Track® Remote Monitoring system
Services — Total Solution and Data Migration Service for all systems provided by Hitachi TrueNorth™ Partner Acer Computer Co., Ltd.

Bangkok Cable Ensures Efficient Anywhere, Anytime Data Availability with Hitachi Storage Infrastructure

Established in 1964, Bangkok Cable Co., Ltd., (BCC) is Thailand's leading manufacturer and designer for wires and cables. Its 2 factories in Samutprakarn and Chachongsao Provinces manufacture a wide range of electric wires and cables, as well as specialty products such as fire resistance cable and fire safety cable. As BCC continues to develop its product line, it is committed to developing its IT infrastructure to enhance business processes and performance, and drive business growth. With these goals in mind, the company turned to Hitachi virtualization and green technologies to provide an effective, efficient, highly available storage infrastructure.

Currently, BCC has over 1,000 employees and 2 subsidiaries for renewable energies: Bangkok Solar Co., Ltd., and Bangkok Solar Power Co., Ltd. Since its inception, BCC ceaselessly has designed and developed its products to serve domestic and international markets under the business principle called "QCD." The principle name stands for: Quality (Q) to ensure standard of quality products of local and international requirements; Cost (C) to offer products at reasonable prices; and Deliver (D) to ship products in a timely manner.

IT Drives Business Growth

Previously, BCC used IT systems to support its accounting and inventory department. The production department relied mainly

on manual system and Microsoft Excel files. Later on, it adopted storage systems to be used with SAP ERP. However, the previous storage systems did not support scalability and enhancements. Therefore, the company needed to change storage systems to increase storage performance and handle increasing business challenges. Moreover, BCC management prefers that the business achieve more connectivity and real time data retrieval via various devices, such as smart phones. To support this goal, the company recognized that the new IT systems must be able to securely gather all related information with precise and accurate data distributions to facilitate the decision making processes for business.

"With more data accumulated for various purposes, such as more diverse product range, new product design, product modification to conform with new standards, new machineries and increasing requirements by customers, we need more effective data storage and execution. All data must be ready to be used anywhere, anytime," says BCC Assistant Vice President Mr. Tispol Nakornsri. "Therefore, we have to choose products with exceptional reliability and security."

Flexibility, Scalability and Open Systems

BCC selected Hitachi Universal Storage Platform® VM (USP VM) to support SAP ERP, which is a core business used at company headquarters. BCC also selected 3 Hitachi Adaptable Modular Storage (AMS) 2100 systems to be installed at 2 factories and 1 subsidiary, supporting email on Microsoft Exchange, and file sharing and virtual infrastructure for VMware systems.

"We decided to use Hitachi Data Systems products because of high scalability and open systems. The Hitachi Universal Storage Platform VM is compatible with various operating systems, such as those based on [Microsoft] Windows, UNIX or Linux. Moreover, it is interoperable with storage products by other brands so we do not have to worry about system scalability; Hitachi Dynamic Provisioning tremendously enhances our storage performance, minimizes bottleneck issues,



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reduces operating and management costs, and data sizes,” explains Mr. Tispol Nakornsri.

Pay Per Use

Storage products from Hitachi Data Systems help maximize investment and budget as BCC can plan ahead for their system management with gradual adjustments with a “pay per use” scheme. Thus, the company will not need to buy extra storage to ensure that the business operations will run smoothly, with reasonable power consumption and space occupation. These benefits are among key highlights of the “green IT” concept behind all Hitachi products.

Since the solution’s execution, users have been highly satisfied, as downtime has been eliminated; they can concentrate on improving other areas without worrying about data loss. All operations are user-friendly and take less time. The

management staff can always quickly refresh the required data on a real time basis, so their decision making process is easier. As the systems require less IT management, system administrators can spend more time on other development projects. Moreover, dedicated services from Hitachi TrueNorth™ Partner and Hitachi product distributor Acer Computer (Thailand) support BCC in various areas, ranging from consultation to quick project execution. These contributions are highly regarded and recognized by the IT team of BCC.

With aforementioned resounding successes to support continuous business growth, BCC plans to expand its infrastructure. It is looking forward to implementing a new data warehouse and disaster recovery site to back up data to be ready for any future disasters.



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