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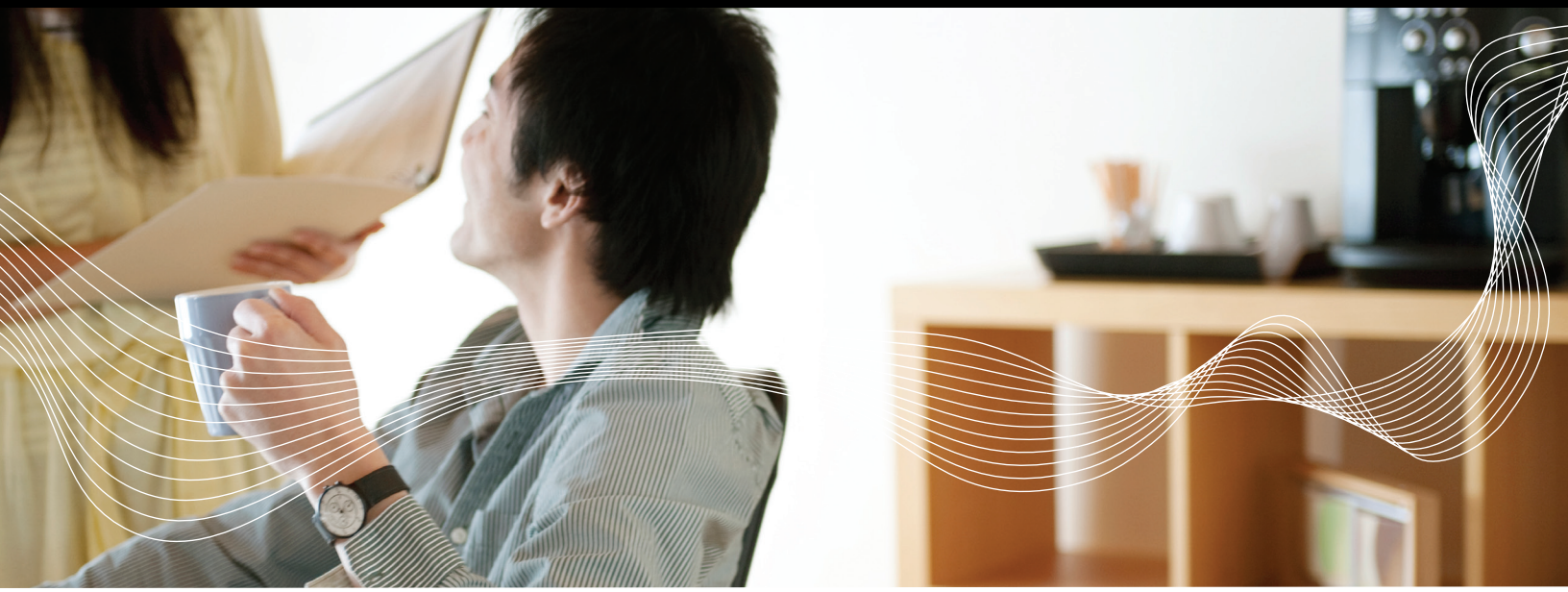

"Hitachi Data Systems storage solutions have helped us build a highly scalable and reliable central data storage platform, which has enabled us to achieve data consolidation and establish a high-performance backup system with disk-based virtualization and mirroring techniques. Hitachi solutions perfectly match our daily operational and backup needs."

Beijing Rural Commercial Bank

北京农商银行
BEIJING RURAL COMMERCIAL BANK

Beijing Rural Commercial Bank (BRCB)

INDUSTRY	Banking
SOLUTIONS	Enterprise Platform, Modular Platform, Virtualization **Hardware** — Hitachi Universal Storage Platform® V, Hitachi Adaptable Modular Storage 2500

Hitachi Data Systems Helps Beijing Rural Commercial Bank Build a Highly Scalable and Reliable Central Storage Platform

Founded in 1951, the fast-growing Beijing Rural Commercial Bank (BRCB) operates nearly 700 branches and accounts for 1/3 of China's total deposits and loans in the suburban and rural market. To support its rapid business growth, BRCB needed to implement a series of system upgrades and migrate its data center, particularly to centralize the storage of all data on a single platform. After an extensive evaluation of the available solutions, BRCB selected the storage technology and solutions of industry-leading storage vendor Hitachi Data Systems.

About BRCB

Beijing Rural Commercial Bank (BRCB) was China's first provincial-level joint-stock rural commercial bank. Formerly known as Beijing Rural Credit Cooperative, BRCB has been based for more than 50 years in the countryside outside Beijing and has dedicated itself to serving the so-called "Three Agricultures." Since its establishment, it has played a key role in increasing farmers' income, enabling agricultural development, stabilizing agricultural communities and enhancing economic growth. The bank also plays a leadership role in providing financial support to China's rural development policies.

Storage Virtualization Optimizes Data Protection

Before implementing Hitachi storage solutions, BRCB was using a tape library solution for its data backup; but this was proving to be a slow and inefficient process. To meet the specific needs of the banking industry, which routinely backs up vast volumes of data, Hitachi proposed a nearline backup model that integrated virtualization and disk cloning technology. This architecture would enable BRCB to free itself of traditional offline backup mode and surmount the drawbacks of tape-based backup. Following advice from Hitachi Data Systems, BRCB subsequently equipped itself with 2 Hitachi Universal Storage Platform® V (USP V) systems to achieve centralized storage of both its online business and operations management. BRCB began its data migration and system upgrade project with the groundbreaking USP V systems and virtualization solutions in 2010.

Traditional backup methods are slow and time consuming, which makes it more likely that an error can occur and ultimately lead to backup failure. By contrast, nearline Hitachi backup technology resulted in a 90% time savings for BRCB's night-shift staff. This also translated into significantly lower maintenance costs and higher data availability. The advanced USP V likewise provides a centralized storage pool, ensuring smooth system expansion for future storage growth. Hitachi Adaptable Modular Storage 2500 complements this setup by working as a backup storage device that integrates virtualization with data cloning technology to provide nearline disk-to-disk backup services. Together, this new storage and backup system has greatly improved BRCB's data protection while also delivering fast and automatic data backup and data management.

Solution Consolidates Data on a Single Platform

To support its long-term business growth, BRCB requires a powerful single storage and backup platform that can provide sufficient capacity, dynamic functionality and

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tremendous scalability to support the bank's continuous expansion. Hitachi USP V not only meets these requirements, but it also provides an optimal price-to-performance ratio and many value-added services.

In the past, BRCB's data was scattered on various storage systems, such as EMC CX3 and CX4 and IBM® DS4000®. To meet BRCB's requirements for centralized management and production of its online transaction, finance and business applications, Hitachi Data Systems created a robust, single storage platform by deploying 2 high-performance USP V systems and a virtualized AMS 2500 modular storage system. The USP V systems are used for storing data from BRCB's 2 mission-critical business applications: the online business transaction system and the management system. AMS 2500 works as a secondary backup storage system. This sophisticated storage solution effectively eliminates storage bottlenecks created by demanding workloads from business applications and builds a central data management platform that provides a solid foundation for disaster recovery.

The Advantages of Hitachi Data Systems Solutions

Centralized Storage Platform Empowers BRCB

Hitachi Data Systems took the data scattered on various heterogeneous storage systems and centralized it on Hitachi Universal Storage Platform V. In addition to the immediate operational benefits of this new architecture, the system's scalability up to 100TB also ensures that future upgrades and system expansion can be implemented quickly and easily. This consolidated system also creates a firm foundation for the bank's future business development.

Centralized Data Backup with Virtualized Disk Cloning

The new storage system provides a single storage pool that manages all production data on USP V and is seamlessly integrated with Hitachi Adaptable Modular Storage 2500 for backup purposes. This nearline backup solution eliminates the problems commonly associated with traditional tape backup, such as performance bottlenecks and backup failures. It also provides exceptional levels of scalability and reliability to smoothly accommodate exponential data growth.

Optimized Disaster Recovery with a Single Storage and Backup Platform

The BRCB's new storage platform employs Hitachi USP V and Hitachi AMS 2500 to provide a solid foundation for the bank's disaster recovery center. It uses Hitachi storage virtualization to integrate old heterogeneous storage systems into a virtualized storage pool. By provisioning remote backup services for the new data center's USP V, this visionary new disaster recovery center also significantly increases backup performance, efficiency and reliability.

In partnership with Hitachi Data Systems solutions, BRCB has successfully established a highly scalable and reliable data storage platform, which allows the bank to consolidate and manage data on a single storage platform. By leveraging the latest disk-virtualization and mirroring technology, BRCB finally enjoys a fast and efficient disk-based backup system. The solution perfectly meets its needs for data production and backup, and it will continue to safeguard its valuable information assets for many years to come.

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