



“Our strength lies in the development and mastery of innovation. We expect our technology partners to be in line with this dynamic. It is the ability of Hitachi Data Systems to continuously develop technologies and innovative approaches to control them, which particularly attracted us.”

*Pascal Picchiottino
 Head of Infrastructure
 Bouygues Telecom*



Bouygues Telecom

INDUSTRY Telecommunications

SOLUTIONS *Enterprise Platform, Modular Platform, Storage Economics, Virtualization*
Hardware — Hitachi Universal Storage Platform® V (9), Hitachi Adaptable Modular Storage 2300 (4)
Software — Hitachi Device Manager, Hitachi Tuning Manager, Hitachi Tiered Storage Manager, Hitachi Dynamic Provisioning, Hitachi ShadowImage® Replication and Hitachi Dynamic Link Manager software

Bouygues Telecom Unleashes Warehousing Power Thanks to "Storage Economics" from Hitachi Data Systems

Founded in 1994, Bouygues Telecom has over 10 million customers and 8,650 employees. The company aims to become the "preferred brand of mobile, fixed, TV and Internet communication services."

Data is thus at the heart of the growth process of the operator, and must be protected and made available. The approach of Hitachi Data Systems, both in terms of hardware solutions as well as best practices allows Bouygues Telecom to maintain a reliable and stable storage infrastructure that ensures optimal performance and evolves flexibly as required.

To maintain its position in a highly competitive market, Bouygues Telecom must continuously innovate and adapt to customer needs while expanding the capacity of its network. By placing the customer at the heart of its concerns, Bouygues Telecom requires an unparalleled level of service. The company applies the same formulas to its IT sector and warehousing, which it has prioritised.

"One of the key factors of success lies in our ability to rapidly market new offers and services to meet the demands of our customers," explains Head of Infrastructure at Bouygues Telecom, Pascal Picchiottino. "The deadline for marketing is therefore critical and we must be well placed to control the implementation of our processes, our IT infrastructure and, in particular, warehousing.

To date, Bouygues Telecom had to manage several storage architectures in parallel, each operating independently, not allowing it to benefit in a unified manner from the advanced features. The growing needs of data storage added an obstacle, leading to escalating maintenance costs and considerable administrative complexity. The direct consequences of this progression, which is difficult to master, were reduced quality of service (QoS), the obligation to acquire additional equipment and increased operating costs. Not optimized, its storage infrastructure did not provide the services expected in terms of the performance, protection and flexibility of data, thus adversely affecting the business.

Seeking a Reliable, High Performance, Available, Flexible and Scalable Data Management Solution

To meet its technological and financial challenges, Bouygues Telecom sought a new data management solution that would:

- Make good use of a complete and flexible storage reference architecture.
- Manage a heterogeneous storage park.
- Ensure the required visibility on the infrastructure (capacity used and performance obtained).
- Obtain QoS guarantees.
- Improve the relative cost of storage by application via storage classifications.
- Simplify the management of AMADEUS (the equivalent of a frame of reference for storage management).



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Head of Infrastructure
Bouygues Telecom*

The solution chosen by Bouygues Telecom, following a tender for which the major storage players were consulted, would address these issues. In addition, the operator sought accompaniment for missions of storage management on a daily basis. Bouygues Telecom selected Hitachi Data Systems to address these challenges due to its:

- Commitment, support and service, and reliability of solutions
- Understanding the company's critical issues
- Commitment to accompany Bouygues Telecom in the ongoing research process into the improvement and performance
- Information Technology Information Library (ITIL) certified experts
- Unique Hitachi Storage Economics methodology

The Hitachi Data Systems solution included hardware, software and services, making full use of Hitachi technology functionality, including virtualization. The "Storage Economics" approach, based on the use of the applicative alignment and economic analysis, conducted during an audit in the early stage of the project, revealed potential gains in terms of capital expenditure (CAPEX) at 25 percent on a reduced scope of seven applications. The audit also showed that it was possible to divide the number of existing bays by four or five and at the same time significantly simplify the administration (reducing operating expenditure or OPEX), while continuing to use solutions already in place.

The eco-technological aspects have also proved beneficial for Bouygues Telecom, for which the consumption of hard and heat induced release should be at a low level, which was the case for solutions from Hitachi Data Systems.

Benefits

"With Hitachi Data Systems we have been able to extensively evolve our view of storage and the potential offered by these technologies," explains Pascal Picchiottino.

The Hitachi Storage Economics methodology used within the scope of the Bouygues Telecom project has notably allowed the identification of areas for improvement, the sticking points in terms of cost and efficiency, and the provision of practical solutions for tangible benefits:

- Fewer storage systems, with immediate benefits in terms of hardware and software maintenance, floor space and power consumption
- A 50 to 100 percent improvement in performance
- A reduction in the team members necessary for the administration of the infrastructure, allowing these people to be assigned to other tasks
- Extended service life of some existing equipment
- Reduced complexity of SAN, with simplification of its administration
- Reduced planned and unplanned outages and other risks of data loss
- Simplified storage architecture through virtualization

"The Storage Economics approach of Hitachi Data Systems has allowed us to measure the reality of our storage and unleash all its power. Today, we have integrated the concept of governance in our data storage, and can count on a storage infrastructure agile and reliable enough to help in developing new services that will make the difference on the market," said Pascal Picchiottino.

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