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*Jenson Spencer  
 Product Manager, Infrastructure Services  
 iseek*



## iseek Communications

**INDUSTRY** Information and Communications Technology

**SOLUTIONS** **Modular Platform, Enterprise Platform, Virtualization Hardware** — Hitachi Universal Storage Platform® V, Hitachi Adaptable Modular Storage 2300

## Hitachi Data Systems Seamlessly Stores Information for Australian Managed Services Provider

Established in 1998, iseek Communications (iseek) is an Australian managed services provider for both private Internet networks and data centers. As demand for managed network and data center services has grown, iseek realized that it needed to upgrade its existing infrastructure to provide the high performance, scalability and reliability that its customers expected from their systems. Hitachi Data Systems provided the solution composed of both Hitachi enterprise and modular storage systems.

iseek delivers managed network services to businesses nationwide and also owns and operates data centers across three sites. Today, iseek has over 500 customers, ranging from large corporate enterprises and governments to small and midsized organizations.

With more and more organizations struggling to manage their data internally, iseek recognized an opportunity to provide businesses of all sizes with managed data centers to host their information. At the same time, it recognized the need for an overhaul of its own infrastructure to support this opportunity.

### iseek Assesses the Information Overload

"It's a given that businesses today are faced with the ongoing battle of ensuring that they have the right combination of people, processes and technology to manage their information," said Infrastructure Services Product Manager at iseek, Jenson Spencer.

"We take the hassle out of managing information for our customers, by providing state-of-the-art facilities to host this data for them remotely," he explained. "Our approach is to work closely with each of our customers and provide all businesses with

enterprise-grade services to match their specific network and infrastructure needs."

Spencer continued, "In the last six months, we've seen a spike in the demand from our customers of about 10 terabytes per month to provide managed storage and servers. Previously, we had midtier alternate platforms, which meant that we didn't have the systems in place to meet this growing customer requirement or manage our own business critical data in the long term. As a result, we realized that we needed to upgrade our existing technology to provide a 24/7, robust system," he said.

### The Search for a Solution

After canvassing the market, iseek chose the Hitachi Universal Storage Platform® V, a large scale, enterprise-class virtualization layer combined with thin provisioning software. The system provides iseek with the capability to virtualize its internal and external heterogeneous storage into one pool and move data between disk tiers without any disruptions. In addition, iseek can host its own business critical applications and managed application services to large customers that have critical uptime requirements.

To provide a place for customer data to reside, iseek also selected the Hitachi Adaptable Modular Storage 2300 (AMS 2300), a reliable, flexible and scalable storage system that ensures 99.99% data



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availability (with no single point of failure). With additional capacity and the ability to virtualize and scale up to meet customer's data growth, iseek can now store customer data and access its own information more quickly and efficiently.

"The Hitachi Universal Storage Platform V simplifies our storage management and seamlessly integrates with our hosted services, while the AMS 2300 guarantees that our data center can be used by our customers for disaster recovery in the event that a natural disaster affects the network," said Spencer. "We chose Hitachi as its technology provided a cost-effective and scalable solution that was well ahead of its competitors. The deployment went very smoothly, with no downtime, which was vital to guaranteeing 24/7 availability for our customers. In short, it just worked," he added.

### **Solution Brings Peace of Mind to Customers**

With the Hitachi Data Systems solutions now in place, iseek can expand the hosted offerings it provides to its customers. iseek is increasingly hosting its customers' applications in the data center and also providing business critical online services, such as e-commerce services. Customers also have the flexibility to use iseek's dedicated server platform, or supply their own server infrastructure, as well as purchase enterprise-grade premium storage that can be customized to meet their specific business requirements.

"At iseek, our key differentiator is that we work closely with our customers to provide them with the right type of storage and the right type of application, so that they have a tailored solution that is always available — no matter what the organization's size.

"The Hitachi solution has meant that we have been able to provide our customers with a menu of storage services to help them lower costs, simplify management and ultimately have complete peace of mind. Customers like to be able to visit one of our data centers and see the quality of the infrastructure we have in place to support them, which is different from a traditional "cloud" model. I believe that is why our platform has been a success."

In addition, in August 2010, iseek launched one of Australia's most energy efficient data centers, an AUD\$44 million dollar facility that uses filtered air from outside to cool its servers, thus reducing power consumption costs. iseek now plans to deploy the Hitachi Data Systems storage solutions in this third facility to provide a complete hosted offering across all of its sites.

"With the launch of one of Australia's "greenest" data centers, we are seeing even more interest from companies to use our facilities, as they look to solutions that are both cost and energy efficient," said Spencer. "Hitachi Data Systems storage solutions will be integral to our long-term business goals. Our storage can simply scale up as our business does, providing flow-on benefits to us and our customers," he concluded.

 **Hitachi Data Systems Corporation**

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