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Maxcom



MAXCOM Telecomunicaciones

INDUSTRY Telecommunications

SOLUTIONS **Storage Management, Enterprise Platform, Business Continuity, Replication**
Hardware — Hitachi Universal Storage Platform® V (2)
Services — Provided by Hitachi TrueNorth Channel Partner Solvan

MAXCOM Simplifies Processes, Improves Availability and Scalability with Hitachi Enterprise Storage

Telecommunications provider Maxcom offers local telephone service, long distance, IP voice, data, Internet and TV through its own infrastructure. Founded in 1996, Maxcom has seen continuous growth and taken ownership of different types and classes of information. This recently prompted the company to look for technological renewal with state-of-the-art equipment that would speed operations and ensure quality support of the prestigious Maxcom brand. Hitachi Universal Storage Platform® V proved to be just the solution Maxcom was seeking.

The Maxcom market serves individual customers through telephony, Internet, TV through IP and public telephony, and it serves companies typically through telephony and dedicated links. PEMEX, the Mexican Presidential administration and several governmental offices are among its main customers.

Maxcom is a company with a 100 percent customer oriented business strategy. "All telecom companies offer the same technology, but our main differentiator is customer service, something most companies lack," explained Maxcom Infrastructure and Support Manager Victor Flores.

Although it is a very tough market, Maxcom is a company that has known how to compete despite the monopolies. It was one of the first companies to launch IP telephony in Puebla, San Luis Potosí, Querétaro and Mexico City.

Maxcom's IT department is responsible for the development and infrastructure within the company, said Flores, explaining how this division developed from being an area that only generated information to being indispensable within the company. Nowadays, the IT department provides the systems and applications that support all the other areas in Maxcom, from micro-computing up to productive, critical and invoicing systems.

Maxcom had already started its relationship with Hitachi Data Systems six years ago; however, with the new IT investment, it decided to assess other brands and Hitachi Data Systems remained as Maxcom's business partner.

Challenges

As Maxcom sought to renew its infrastructure and support its continuous growth and different types and classes of information, it decided to acquire two Hitachi Universal Storage Platform V systems with 15TB each, plus a disaster recovery scheme with the purpose of guaranteeing the functionality of the business even after a contingency. "Hitachi Data Systems supports us with 24/7 service," said Maxcom IT Infrastructure Supervisor Sergio Osorio.

IT and Its Impact in the Business

"We believe technology works regardless of the brand; however, the problem does not lie in technology, but in the service and its quality. As a company committed to customer service, it was logical for us to look for a partner with the same values. The main differentiators we found in Hitachi Data Systems were the service, technological support, price and the empathy generated by Hitachi Data Systems in order to understand our business and requirements. Not all the added value should be licenses and discounts; the partners and the channel services are influences also," Maxcom executives stated.



"What used to take us weeks and even months is now ready in two or three hours. New business needs can be solved with a dispatch we did not have before."

Sergio Osorio
IT Infrastructure Supervisor
Maxcom

Hitachi Data Systems provided backup solutions, storage and maintenance of the different information types existing in Maxcom. Nevertheless, the core of the purchasing decision was based on input from Solvan, a Hitachi TrueNorth Channel Partner and specialist in storage solutions, which allowed Maxcom to try the equipment at its own offices and guided the IT department, step by step, to examine each of the solutions offered by Hitachi Data Systems.

Cost-Benefit Relationship

Through the products of Hitachi Data Systems, Maxcom has been able to provide an immediate response to information protection requests in all of its areas. Nowadays, regulations demand that the company preserve the emails of its executives for five to ten years. Flores explained that should they not have the current technology, all of this information would be recorded in thousands of tapes, which would take too much physical space, besides causing the company to run the risk of losing the information due to their short life span.

Currently, protecting the information directly in a storage system is safer and faster. At Maxcom, the IT area is quite demanding, and it is constantly challenged with some projects requiring a big space in the disk. "What used to take us weeks and even months is now ready in two or three hours. New business needs can be solved with a dispatch we did not have before: that has made the executives and the company in general quite pleased, because currently, we can have a copy of my information wherever it is needed," said Osorio.

Future Challenges

Maxcom is experiencing a stage of change in its systems and will need to accommodate future information growth. Currently, Maxcom has a total of 40TB of information, out of which 3TB correspond to an invoicing base, which is why it is generating live images of its databases with the products of Hitachi Data Systems.

The short term strategy comprises 100 percent implementation of the disaster recovery system and, in the future, conducting a comprehensive virtualization plan for all the computing systems, servers, applications and storage. The strategy would support multiple savings in power, air conditioning and physical space, and enhance the state-of-the-art IT environment.

About Solvan

Solvan offers hardware and software solutions in the information technology market, including storage, management and security in the management of information. The company provides real value for the business and the IT areas. For further information, visit: <http://www.solvan.com.mx>.

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