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Jesper Dyhr
 CEO
 Netgroup

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Netgroup A/S

INDUSTRY Information Technology: Hosting and Cloud Computing

SOLUTIONS **Virtualisation, Enterprise Platform, Modular Platform**
Hardware — Hitachi Universal Storage Platform® V (2), Hitachi Adaptable Modular Storage 2500
Software — Hitachi Basic Operating System V, Hitachi Tuning Manager, Hitachi Tiered Storage Manager and Hitachi Dynamic Provisioning software
Services — Provided by Hitachi TrueNorth Channel Partner Credocom

Netgroup A/S Chooses Hitachi Storage to Provide the Backbone for Its Cloud Computing Services

The Danish specialist in virtual hosting and cloud computing, Netgroup is a shining example of the fact that a strong and secure IT infrastructure is the key to success. In a new major agreement with Hitachi Data Systems, Netgroup has recently purchased Hitachi enterprise and modular storage, which is intended to safeguard the company's leading position within cloud computing in the future.

Netgroup A/S, a full service hosting company with its own data centers, specialises in cloud computing and provides professional IT solutions to both public and private companies. Netgroup's services include virtual solutions, co-location (physical rack cabinet), operating solutions, backup (including remote backup), storage, professional Internet connections and IP traffic.

Netgroup A/S was founded in 1997 and currently hosts over 4,000 servers for Danish and foreign companies. Netgroup data centers are based at three locations in Greater Copenhagen.

Building Successful Business on Successful Storage

Things are going extremely well for the Danish hosting company Netgroup. With its second appointment to Børsen Gazelle in

two years and growing demand from Danish companies, Netgroup has experienced that delivery of cloud computing and hosting of virtual environments requires the strongest possible basis in order to achieve success. This basis starts with the storage systems.

Netgroup has therefore signed a new storage agreement with Hitachi Data Systems that supports the backbone in the hosting company's IT structure with two new enterprise-class Hitachi Universal Storage Platform® V systems for two different locations and a Hitachi Adaptable Modular Storage 2500 system as external capacity for the Universal Storage Platform V systems.

"Our main priority is to safeguard our clients' operations. That is why we only invest in the best and most reliable technology on the market. The use of cloud technology requires stability and reliability from top to

bottom, and we can guarantee this to our clients because we have what is probably the country's strongest backbone of solutions in our data centers. This is a backbone we have chosen to base on storage from Hitachi Data Systems," says Netgroup CEO Jesper Dyhr.

The agreement, which was produced in cooperation with Hitachi TrueNorth Channel Partner and Danish IT consultancy Credocom, makes Hitachi Data Systems one of the main suppliers to Netgroup's data centers, which are also based on virtualising technology from VMware. Netgroup is expanding its already strong IT infrastructure since Hitachi Data Systems makes Netgroup better equipped to meet its clients' changing load requirements with stable, reliable and fast storage.

The CEO of Netgroup knows what he is talking about. After 13 years at IBM and four years at the helm in Netgroup, one thing is clear for Jesper Dyhr: quality is the direct route to results, especially in the hosting branch, where safeguarding of data and stability of operations is critical.

"Based on our long experience with hosting and backup, and recommendations from Credocom, we know that Hitachi Data Systems has an incredibly good reputation for operating mission critical IT. Our ambition to deliver cloud computing requires the best technology and the best technical support. We feel that Hitachi Data Systems helps to give us all of this," says Dyhr.



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Ensuring Reliability, Scalability, Safety and Stability

With an increasing turnover and several large Danish companies in its client portfolio and the pipeline, Netgroup finds itself in a growing market. This also means that Netgroup requires a scalable storage setup to deal with developments in coming years. In the detailed selection process of storage systems, which included all of the market's largest suppliers, flexibility, safety and stability were the highest priorities for Netgroup.

The agreement with Hitachi Data Systems brings Netgroup a major step closer to policy-based management, where it is possible to achieve a complete overview and navigate according to this in quite a short space of time and with greater automation. For this purpose, Netgroup has purchased two tools — Hitachi Tuning Manager and Hitachi Tiered Storage Manager software — that can identify and eliminate bottlenecks in the storage load.

“In addition to the storage systems, we are also investing in a number of other tools from Hitachi Data Systems that will make us more flexible. Hitachi Tuning Manager provides insight into our clients' exact load patterns, and this data is used with Tiered Storage Manager so that we can perform optimal regrouping of storage according to our clients' requirements,” says Netgroup CTO Anders Saaby.

Netgroup has also invested in a disaster recovery solution from Hitachi Data Systems, which makes it possible to mirror critical data between two or more data centers. This provides greater security for the data that Netgroup manages on a daily basis.

The actual agreement between Netgroup and Hitachi Data Systems was put in place by Credocom. In the dialogue between the three parties, the support part was also a critical factor in Netgroup's decision.

“Cloud computing requires a backbone. There is no room for partial solutions, and we cannot compromise on the quality or reliability of our services. With the solutions from Hitachi Data Systems, we have taken a decision that will enable us to sleep securely at night. We have acquired a series of strong systems from a good and competent dialogue and we are guaranteed support from some of the sector's best technicians, so naturally we are very satisfied with the agreement,” says Dyhr.

The implementation of the new storage systems is complete and Netgroup has already begun to use the solutions from Hitachi Data Systems.

 **Hitachi Data Systems Corporation**

Corporate Headquarters

750 Central Expressway
Santa Clara, California 95050-2627 USA
www.hds.com

Regional Contact Information

Americas: +1 408 970 1000 or info@hds.com
Europe, Middle East and Africa: +44 (0) 1753 618000 or info.emea@hds.com
Asia Pacific: +852 3189 7900 or hds.marketing.apac@hds.com

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