

## Hitachi Storage Solutions at Work

### Pacific Capital Bancorp

**INDUSTRY** Banking/Finance

**SOLUTIONS** **Enterprise Platform/Modular Platform/Storage Economics**  
**Hardware** — Hitachi Universal Storage Platform® (2) and Hitachi Thunder 9580V™ modular storage (2)  
**Software** — Hitachi ShadowImage® Heterogeneous Replication, Hitachi TrueCopy® Synchronous remote replication, Hitachi Universal Replicator, Hitachi Storage Services Manager, Hitachi Dynamic Link Manager and Hitachi Universal Volume Manager  
**Services** — Provided by Hitachi Data Systems Global Solution Services



“Because Pacific Capital Bancorp’s data needs continue to change and grow with its business needs, we went looking for a vendor to provide a complete storage infrastructure, technical guidance and ongoing support. Hitachi [Data Systems] had it all.”

*Al Todd  
Senior Vice President of IT  
Pacific Capital Bancorp*

# Pacific Capital Bancorp Deposits a Services Oriented Storage Solution from Hitachi Data Systems

Pacific Capital Bancorp, a fast growing California-based financial institution, needed to reconcile disparate systems and address data retention and shrinking backup window issues to meet requirements for compliance, storage and future growth. Solution? Create a data lifecycle management strategy based on a tiered storage infrastructure with Hitachi Data Systems Global Solution Services and the Hitachi Universal Storage Platform®.

Banking is a “no excuses” business — data and dollars must be accurate, accessible and available at any time. Yet in such a heavily regulated and highly competitive industry, banks often have difficulty keeping pace with those demands. For Pacific Capital Bancorp, the largest independent banking company on the California Central Coast, recent acquisitions and regulatory compliance had triggered an onslaught of additional business demands. With 48 branch offices and US\$6.6 billion in assets, Pacific Capital began supporting an expanded portfolio of financial products and customer services, plus the largest trust and investment services operation in its market space. And customers still expected anytime services, such as online banking and ATM access.

## Dollars and Sense: Bank Identifies Challenges

The bank was performing a balancing act between its rampant growth curve and an IT environment to support it. But the increased numbers of branches, services, assets and mandates were pushing Pacific Capital well beyond the threshold for effectively meeting business requirements. Also, bank employees were unable to easily share the data that flowed through the organization. The existing IT infrastructure was no longer able to support critical business operations: disparate systems and backup requirements were difficult and time consuming to manage, and storage capacity and data retention were not addressed strategically. Collectively, the bank

was operating 23TB of disk storage — the majority of it unmanaged or unused — across more than 1,200 desktops and 200 servers. “We no longer had a crisp data recovery plan or healthy backup strategy to accommodate unexpected outages or our growing data requirements,” says Al Todd, senior vice president of IT at Pacific Capital Bancorp. “We were in need of a foundational change for effectively managing the enterprise.”

## Protecting Investments: IT Evaluates Options

To accomplish the bank’s goals, Todd collaborated with bank departments to better understand business needs and tailor an IT framework. He knew an enterprise storage infrastructure would be required and that the right platform could help him centrally manage IT assets and improve business continuity issues. Specifically, his IT requirements included five nines availability, on demand scalability, single console management and seamless data replication.

Armed with an approved budget, Todd began evaluating potential storage vendors based on their ability to help align the bank’s IT and business strategies. While IBM and EMC recommended equipment, neither provided complete, integrated solutions for Pacific Capital’s disparate and growing environment. Only Hitachi Data Systems offered an approach that encompassed the bank’s storage infrastructure and growth demands — and for substantially less cost than either IBM or EMC were proposing.

Part of the Hitachi Data Systems proposal for solving the bank’s challenges was to develop a thorough understanding of business and IT issues before prescribing a solution. The Hitachi Data Systems Global Solution Services (GSS) team helped Todd and his colleagues analyze and identify top targets to address, which included a data retention policy, shorter backup windows, simpler systems management and better ways to share data among departments.

To address growth while reducing costs and managing risk, the GSS team recommended a Services Oriented Storage Solution from Hitachi Data Systems, along with a road map for virtualized storage to achieve targets. A full-time project manager from Hitachi Data Systems would also be assigned to identify project risks, track milestone progress and provide ongoing support to the IT department throughout the year-long implementation. "Because Pacific Capital Bancorp's data needs continue to change with growing

Next, Todd attached two Hitachi Thunder 9580V™ modular storage systems to each Universal Storage Platform to extend the SAN with tiered storage, providing a flexible, responsive priority system for meeting data retention compliance and policies. "Hitachi Data Systems showed us how to build a SAN with superior performance, tiered storage and on-the-fly migration," says Todd. "Using Hitachi hardware, software and services, the bank now has a cost effective way to manage the future."

90 percent of the bank's data does not need to stay active once the initial transaction is complete, so the Universal Storage Platforms help migrate data off individual servers to the centralized storage pool.

Pacific Capital decreased active storage from 7TB to less than 2TB, reducing backup requirements and data replication costs. The volume of data funneling through shrinking backup windows once required 48 hours to support. Now backups are accomplished in less than four hours. "Deploying the Hitachi architecture helped the bank garner full visibility into 'everything' storage. We've attached our core banking system, our data warehouse and our online banking system. Now we can see exactly what we're using and exactly how we're going to tier the data," says Todd. At Pacific Capital Bancorp, the net results are more efficient, scalable business operations and highly reliable data protection — assets that will continue to earn great dividends for the bank and for its customers.



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## **Managing Assets: Hitachi Optimizes Storage**

To build the storage infrastructure and achieve the aggressive goals, Todd installed two Hitachi Universal Storage Platforms. With unsurpassed performance, scalability and software benefits, this solution helps the bank achieve end-to-end virtualization, unification and management of data and storage services across the entire company — including legacy storage equipment. Administrators use Hitachi Storage Services Manager software to centrally manage the bank's storage area network (SAN) from a single console. To recover from an unexpected outage, Hitachi Universal Replicator software asynchronously replicates data hosted on the Universal Storage Platforms without the need for redundant servers, allowing data to travel effortlessly among tiered storage levels.

## **Calculating Benefits: Bank Manages Growth, Costs and Risk**

Because Services Oriented Storage Solutions are part of a strategy aimed at storage alignment, Pacific Capital Bancorp IT quickly closed on a fistful of business benefits. Managing unrestrained data growth and impending government regulations is no longer a daunting task because the Universal Storage Platforms provide exceptional flexibility, scalability and availability — with a single management interface.

The bank now meets regulatory compliance with strategic data governance policies in place to effectively integrate, retain and retrieve information as needed. Storage virtualization, enabled by Hitachi Universal Volume Manager software, is hard at work in the new IT shop, diligently capitalizing on existing investments while providing visibility and simplification of back end storage. Using standards-based design and implementation processes, legacy systems become seamlessly connected and provisioned. Nearly

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