Hitachi Virtual Storage Platform allows Telefónica Germany to use its existing storage resources even more efficiently than before.

**Telefónica Germany**

**INDUSTRY**
Telecommunications

**SOLUTION**
Enterprise Platform, Storage Management, Virtualization
- Hardware — Hitachi Virtual Storage Platform
- Software — Hitachi Dynamic Tiering, Hitachi Dynamic Provisioning
Telefónica Germany Stays a Step Ahead of the Competition with Hitachi Virtual Storage Platform

The Telefónica Germany data warehouse compiles and stores all data for its approximately 20 million customers. Its database management system and business intelligence applications need to be able to work quickly and accurately, as well as handle large quantities of data when processing requests. The company’s Business Intelligence Centre also requires optimal performance and availability. To be able to guarantee that the computer center in Munich has the best possible storage system performance and scalability, those responsible for IT at Telefónica Germany put their trust in Hitachi Virtual Storage Platform (VSP).

The telecommunications industry is a cutthroat market, in which speed and precision provide crucial competitive advantages. Telefónica Germany is part of the leading integrated telecommunications company in Germany, offering its customers post-paid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. What’s more, the company also offers DSL fixed-network telephony and high-speed Internet.

Telefónica Germany GmbH & Co. OHG and its brands o2 and Alice belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. “Kundenmonitor Deutschland 2011” honored Telefónica Germany as the network operator with the most satisfied mobile phone customers in the German market for the 5th time in a row. Telefónica Europe has more than 58 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

The Challenge: Enormous and Growing Data Volume

The telecommunications provider uses its Oracle-based data warehouse as an important element in planning, thereby enabling Telefónica products and offers to be adapted to the needs of the customer.

The warehouse contains an enormous volume of data, and the amount that can be used for analysis purposes is constantly growing; with partners Fon and Tchibo, the integration of Hansenet and the backup archive log files are just some of the factors behind this development. In the face of growing demands, Telefónica Germany decided to restructure the storage environment in its Business Intelligence Centre (BIC).

In addition to performance, the scalability available when choosing components for the computer center also played a key role. "In the previous setup, the legacy systems used to reach their capacity limits in the medium term," says Fatima Atassi, IT professional at Telefónica Germany, describing the situation at the start of the project. "Because of this, it was important to find a solution that could grow with the company and the ever-increasing demands placed on the BIC over the long term. What’s more, the solution also had to pave the way for us to virtualize the systems at a later date."

Hitachi Storage Boosts Capacity and Performance

Telefónica Germany decided to use Hitachi Data Systems for the current project; both companies had already been working together successfully for a number of years.

“"We believe that Hitachi Data Systems is a very reliable partner. This is not just because of the experienced team that worked smoothly together with our own on this project, but also because of the Hitachi Virtual Storage Platform, which increased our front-end performance significantly."
The new system was scheduled to be implemented in the BIC between January and March 2011, during live operation. The entire process ran like clockwork and was completed within the time frame and budget set by Telefónica Germany.

The heart of the project is Hitachi Virtual Storage Platform, which allows the communications company to use its existing storage resources even more efficiently than before. VSP has ample storage capacity, and replaces a Hitachi Universal Storage Platform® V and 6 Hitachi Adaptable Modular Storage (AMS) 1000 systems, which were introduced to the computer center in 2006.

Once the technical foundations had been laid with VSP, which can be scaled in 3 dimensions, the IT staff responsible began to plan the next stage: introducing Hitachi Dynamic Tiering and Hitachi Dynamic Provisioning for the BIC systems. Dynamic Tiering enables files to be automatically stored in a physical storage location within the system; this location is always most suitable for the application in question. Dynamic Provisioning provides the application with a larger, and purely virtual, storage capacity than that which is actually available. Storage can be added at a later date without disrupting operation. Both the Dynamic Tiering and Dynamic Provisioning procedures can also be used in a virtualized landscape on storage systems that are connected externally.

A Look Ahead

Telefónica Germany is looking into gradually expanding the storage environment. The company is considering another Virtual Storage Platform and Adaptable Modular Storage 2500 from Hitachi Data Systems for this purpose.