



“One of the key features of Hitachi Data Systems solutions is their reliability. The support from HDS has been great, and there have been no problems so far in deploying the solutions. Integration with other systems and hardware has been seamless. In fact, deployment has been very straightforward and did not take much time. With this solution, we are also able to remotely manage the data center from any location, worldwide.”

*Encik Musa Mohd. Lazim
 Chief Executive Officer
 Teliti Datacentres Sdn Bhd*

Teliti Datacentres Sdn Bhd

INDUSTRY Information Technology: Services

SOLUTIONS **Enterprise Platform, Virtualization, File and Content Hardware** — Hitachi Virtual Storage Platform, Hitachi Content Platform and Hitachi NAS Platform, powered by BlueArc®
Software — Hitachi Dynamic Tiering, Hitachi Dynamic Provisioning



Hitachi Data Systems Helps Teliti Datacentres Provide Cloud-based Services for Local and Global Customers

Malaysia's Teliti Datacentres is constructing a state-of-the-art, environmentally friendly data center in Bandar Enstek, which is in close proximity to Kuala Lumpur International Airport. Its completion is expected in early 2012. The 120,000 sq. ft. facility will provide a wide range of world-class support services, including managed services, via the cloud, to multinational companies and large public sector organizations around the world. Hitachi Data Systems is playing a significant role by providing storage infrastructure for the new facility, including industry-leading virtualization and thin provisioning technologies. These include Hitachi Virtual Storage Platform (VSP), Hitachi Content Platform (HCP) and Hitachi NAS Platform (HNAS), powered by BlueArc®.

The Growth of Data

With the global economy still recovering from the financial crisis, there is an added urgency on the part of businesses to reduce the cost of doing business. However, due to the tremendous explosion in data experienced by businesses around the world, data management is now an imperative.

To meet the demands of managing exponential data growth, there has been a surge in the adoption of services provided by top-tier data center operators,

especially in lower cost regions of the world, including Malaysia.

Recognizing the opportunity to offer a new data center in Malaysia, Teliti Datacentres launched its data center project in 2007. The range of services offered to customers around the world by the new data center will include: data center tenancy solutions, network infrastructure, managed services, security services and bandwidth switching opportunities.

The Challenge: Build a Worldclass Data Center

Consisting of two physical buildings, the facility will have a total area of 375,000 sq. ft. Teliti is scheduled to open the initial 45,000 sq. ft. in the first half of 2012 and expects to have secured tenancy for 40% of this space ahead of the opening.

Teliti's data center, its first such facility, will offer more than just the co-location services that are provided by most other data centers in Malaysia. Based on intensive market research on the demand for data center services, the strategy adopted by Teliti was to provide managed services. These will include: infrastructure as a service, software as a service (SaaS), platform as a service, storage as a service and network as a service, among others.

According to Chief Executive Officer of Teliti Datacentres, Sdn Bhd, Encik Musa Mohd. Lazim, "We want to offer cloud computing services with virtualization capabilities, such as virtualized storage and servers, and provide provisioning on demand with thin provisioning technology. In short, we want to encourage our customers to outsource their data center needs to Teliti as a managed service, leaving them free to focus on their business and to innovate to stay competitive."



"Based on my experience, Hitachi Data Systems solutions are very reliable. They offer a broad range of services from which both Teliti and our customers will benefit."

*Encik Musa Mohd. Lazim
Chief Executive Officer
Teliti Datacentres Sdn Bhd*

Meeting the Needs of Data Center Customers

The Teliti team required a storage solution that enabled them to create a common virtualized platform for all data, structured and unstructured, with the ability to manage heterogeneous environments.

With these key requirements in mind, Teliti invested in Hitachi Virtual Storage Platform, Hitachi Content Platform and Hitachi NAS Platform.

VSP, deployed with Cisco and VMware technologies, enables Teliti to provide infrastructure as a service and related solutions to customers. VSP provides significant benefits in performance, flexibility, power consumption and total cost of ownership (TCO). In comparison to nontiered and nonvirtualized storage platforms, VSP enables Teliti to reduce disk drive costs by up to 70% through the use of tiered storage, storage reclamation and Hitachi Dynamic Tiering software. Teliti may also realize up to 33% reduction in TCO per terabyte in the first year of implementation. In addition, VSP can achieve more than 30% reduction in power, cooling and floor space costs.

With the Hitachi Content Platform, Teliti is also working with Hitachi Data Systems to provide archive and backup as a service. This will be particularly beneficial for small and medium businesses (SMBs) that are looking for cost-effective and reliable data backup services.

The heterogeneous, nonproprietary solution enabled the team to hook up to any platform directly and seamlessly; this was a feature that only Hitachi Data Systems could integrate with ease with any operating system in the data center.

With these capabilities, Teliti is able to virtualize customers' storage and servers on demand based on their usage needs. In addition, Hitachi Dynamic Provisioning, the thin provisioning technology provided by Hitachi Data Systems, will eliminate waste due to overallocation of data.

The ability to virtualize both storage and server is a key priority for Teliti. With the new solutions, the team can also virtualize applications. "If a customer wants, for example, 1PB of storage at the end of the year for backup, we can provision their storage by allowing them to move their data to the cloud. This will be one of our service offerings: a secure, private cloud, which our customers can access on demand," said Encik Musa. Teliti will use the Hitachi cloud infrastructure to provide cloud services to customers in the government, education and healthcare segments in Malaysia and elsewhere.

With the Hitachi NAS Platform, Teliti can access and protect unstructured data, such as email messages, which are critical to a business, while reducing IT costs. Powerful HNAS file sharing, file server consolidation and data protection features enable Teliti to benefit from consolidation and file tiering capabilities to minimize complexity in the data center.

With time being of critical importance in developing the data center's infrastructure, the process of deploying and integrating the Hitachi Data Systems solutions with other systems and hardware has been straightforward and seamless, and the training and resources required by the Teliti team are minimal.

Not only are the Hitachi Data Systems solutions adopted for the benefit of Teliti's customers, but they have also been deployed to meet the company's internal storage requirements, catering to the data management needs of the 200 members of the Teliti team.

With the storage solutions in place and supporting the data center infrastructure, Teliti is able to focus on expanding its customer base. In particular, Teliti seeks to reach multinational companies (MNCs) and public sector entities locally and further afield. The team expects about 60% to 70% of customers to be from overseas, as foreign MNCs tend to prefer to locate their data away from their physical offices.

"Hitachi Data Systems has enabled us to realize our vision of creating a world-class data center and offer cloud-based managed services, by designing data storage flexibility and efficiency that will benefit our customers," said Encik Musa.



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