



“By implementing the Storage Economics Strategy Service from Hitachi Data Systems, we have been able to identify where benefits can be achieved across our storage infrastructure. This means that we can not only meet, but also exceed, management goals around cost reduction.”

*Donat Kaeser  
 Product Manager  
 Swisscom IT Services*

## Swisscom IT Services

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**INDUSTRY** Information Technology, Services

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**SOLUTIONS** **Storage Economics, Enterprise Platform, Modular Platform**  
**Hardware** — Hitachi Universal Storage Platform® V (8); Hitachi Universal Storage Platform (4); Hitachi Adaptable Modular Storage 2500 (2); Hitachi Adaptable Modular Storage 1000 (8)  
**Software** — Hitachi Dynamic Provisioning software  
**Services** — Storage Economics Strategy Service and Data Classification Service



## Storage Economics Strategy Service Helps Swisscom IT Services Enhance Customer Experience and Business Efficiency

A leader in the Swiss market, Swisscom IT Services continuously evaluates its storage resources to ensure optimal performance and efficiency. It used the Storage Economics Strategy Service from Hitachi Data Systems to identify areas in which improvements could be made. As a result, it has implemented a data classification project to improve its tiered storage and new functionality like thin provisioning to make the environment more flexible. This brought Swisscom an enhanced customer experience and improved business efficiency.

### IT Services for a Competitive Market

Swisscom IT Services is one of Switzerland's leading IT service providers. It is committed to helping its customers execute large IT projects while managing complex IT infrastructures, end user services and service desk activities. The company has worked closely with its subsidiaries Comit and Sourcag to build its position as the leading provider of IT services to the Swiss financial sector.

The nature of the services that Swisscom IT Services provides to its customers means that it is responsible for managing, protecting and storing large volumes of

sensitive data. Any company outsourcing control of this data to a third party must be confident that its own and its customers' information is safe and in compliance with data protection regulations. For financial organizations, which make up a large proportion of Swisscom IT Services' customer base, this is even more critical.

In order to continue delivering the highest standard of service at the most competitive prices, Swisscom IT Services must continuously assess its own IT resources and business models to ensure it is operating as efficiently as it can. It must also meet its customers' demand for a clear and predictable pricing model.

These combined challenges led the team at Swisscom IT Services to set itself the objective of developing a cost forecasting model for its storage infrastructure for the next three to five years. To do this, it needed to take into account its existing hardware and software resources and identify where improvements could be made. Its current platform, however, did not enable the company to break down its storage infrastructure to identify where costs were coming from.

### An Analytical Approach

Already a user of a wide range of hardware and software from Hitachi Data Systems, including the Hitachi Universal Storage Platform® V and Hitachi Adaptable Modular Storage (AMS) 2500, Swisscom chose to leverage Hitachi industry expertise to help analyze the current storage architecture and its related cost areas. Consultants worked with the team at Swisscom IT Services for a period of three months to validate its current environment and identify opportunities for cost reduction as part of the Storage Economics Strategy Service.

As part of this approach, Hitachi Data Systems and Swisscom IT Services investigated a range of factors that could have an impact on the total cost of ownership (TCO) of the company's storage architecture. This included:



"With a more responsive and flexible Hitachi storage environment, we can shift data across tiers to ensure we are always delivering the right balance between performance and cost for our customers."

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- Current underlying costs
- Business areas with opportunity for growth
- Alignment of current business and IT objectives
- Potential return on investment (ROI) of introducing new technologies such as thin provisioning
- Potential roadmap for migration to new hardware
- Options for capital expenditure (CAPEX) and operational expenditure (OPEX) savings

The Storage Economics analysis provided by the service enabled Swisscom IT Services to identify a number of ways in which it could make its environment even more efficient and deliver better performance and service to its customers. For example, by focusing on its hardware lifecycle, it found that some machines were being left underutilized for as much as 12 months due to slow data migration processes. It also found that a large proportion of data was being held on Swisscom's top storage tier, even if it did not need to be there. This was making the storage architecture more costly to run.

Upon completion of the analysis, Storage Economics experts from Hitachi Data Systems, along with the Swisscom IT Services storage team, met with senior management to outline their findings. Being able to illustrate in concrete terms the current status of its storage environment and the expected results of taking

specific actions meant that the team was able to secure the support and funding it needed from the board to implement real improvements.

### Flexible Storage for an Agile Business Model

Having identified these areas for improvement, Swisscom IT Services again engaged Hitachi Data Systems. This time Hitachi would support a data classification project that would enable it to restructure its storage tiers to manage data more effectively and efficiently, and thus significantly reduce OPEX. The Storage Economics analysis had found that at least 70 percent of the data stored in the organization's environment could be kept on a lower, more cost-effective tier. As a result, the teams are now developing a new tiering model that will make use of 500TB to 600TB on Swisscom's growing second tier (based on both external storage and directly configured Hitachi AMS units), rather than laying the burden on its more costly first tier.

At the same time, Swisscom IT Services is leveraging additional features of its existing Hitachi storage architecture. Specifically, it is using Hitachi Dynamic Provisioning software to enable new, more flexible pricing models for its customers at no extra CAPEX. With a more agile platform, offerings can be adapted depending on

an individual customer's risk levels and existing technology so that the customer gets exactly what it needs and Swisscom IT Services can stay competitive. It also makes predicting future requirements, performance and pricing changes more transparent as Swisscom can pinpoint where and how its system already has the capacity to support changes in demand, and where new resources may be needed.

Swisscom IT Services Product Manager, Donat Kaeser, spearheaded the project, and he shares his thoughts on the results: "By implementing the Storage Economics Strategy Service from Hitachi Data Systems, we have been able to identify where benefits can be achieved across our storage infrastructure. This means that we can not only meet, but also exceed, management goals around cost reduction."

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