Solution Summary

Top 5 Advantages

1. Increase profitability by lowering operating costs.
2. Improve responsiveness to market demand with scalability, performance and functionality.
3. Enable more revenue streams with value-added services.
4. Enhance customer experience with higher service levels.
5. Reduce power, cooling and data center footprint.

Storage Providers Increase Profitability, Improve Responsiveness and Enable More Revenue Streams with Hitachi Unified Storage VM

In the highly competitive telecommunications industry, increasing profitability and identifying new and different revenue streams are chief objectives. Telecommunication providers, specifically companies providing cloud services, require IT infrastructure to enable rapid time to market of new services, cost efficiency, high scalability, high performance and high availability. At the core of this infrastructure lies the storage component. That is where storage vendors are trying to innovate by providing solutions that offer both performance and capacity without compromising agility and scalability.

In Hitachi Unified Storage VM (HUS VM) with enterprise virtualization, Hitachi Data Systems introduces a new, unified, entry-level enterprise storage system for all data. HUS VM helps service providers satisfy their growth requirements, without compromising functionality, while lowering costs. The first unified system with enterprise storage virtualization, HUS VM can centrally consolidate file, block and object data. HUS VM leverages existing Hitachi technologies of storage virtualization, dynamic provisioning and advanced business continuity.

All of the top 16 telecommunications providers in the Fortune 1000 and thousands of organizations worldwide have already optimized their environments for maximum business and IT benefit with Hitachi Data Systems.
Top 5 Benefits of Hitachi Unified Storage VM

1. Increase Profitability by Lowering Operating Costs
Hitachi Unified Storage VM can manage all existing storage and consolidate all types of data in a single, virtualized platform to ease the management of information. Hitachi is the market leader with more storage virtualization controllers shipped than any other manufacturer. HUS VM offers the highest external virtualized capacity available in this class, up to 64PB. This capacity may include storage systems from different manufacturers. HUS VM extends tiered storage to external storage and Hitachi Dynamic Tiering automates data placement for optimal performance and cost.

HUS VM can provide end-to-end central management of all virtualized internal and external storage. Simplifying common storage operations results in up to 50% fewer management steps. Overall customers have been able to reduce their operating expenses 20% to 40% through common management, virtualization and storage reclamation. By reclaiming storage capacity, you can defer storage purchases and decrease capital expenditures by 20% to 50%. To further reduce costs with flexible consumption models, you can purchase via leasing and pay per use consumption models.

2. Improve Responsiveness to Market Demand with Scalability, Performance and Functionality
HUS VM scalability addresses rapid growth changes, with a single system scaling over 3PB internally and up to 64PB, including external storage. To speed your ability to conduct technology refreshes and respond to changes in capacity demand, virtualizing storage reduces the outage window to applications. Data migration can be performed with 80% less effort than host- or replication-based methods. Because the storage controller is moving data in the background, there is no impact to performance.

HUS VM helps IT deliver enterprise-level performance to improve application uptime, backup windows and service levels. Using Hitachi Application Protector, backup, restore and failover are simplified. Application-consistent snapshots provide better support for file, block and object data types, including Microsoft Exchange, SQL Server and SharePoint.

3. Enable More Revenue Streams with Value-Added Services
Integration with Hitachi Content Platform (HCP) object storage helps you deliver value added services, such as archiving, search and data protection. HCP provides multi-tenancy that allows you to address a variety of workloads and service levels to thousands of different tenants. It allows you to provide various types of value-added services, such as:
- Advanced replication through controlled placement and distribution of content with intelligent objects.
- Litigation e-discovery and compliance audits by leveraging metadata query tools and full-content search functionality.
- Automated retention and disposal services with policy-based management.
- Data protection services with replication software, dynamic data protection levels, RAID-6 erasure coding, and encryption.

4. Enhance Customer Experience with Higher Service Levels
HUS VM is built on legendary Hitachi reliability to exceed 99.999% data availability. It can perform online microcode updates seamlessly, without the need for path failover and failback. Both block and file controllers feature cluster technologies to protect access to data. Also, HUS VM provides peace of mind with Hi-Track® Remote Monitoring System’s advanced system diagnostics, continuous monitoring and “call home” features for rapid repair.

Hitachi software can create full volume clones of business data and point-in-time virtual volumes of data with consistency. Multiple data center replication and metro-cluster capability means you can recover your data from a disaster. Hitachi Universal Replicator will replicate any data from any storage system virtualized across any fibre channel distance and with our virtualization technology; both Hitachi and 3rd-party storage data may be replicated.

5. Reduce Power, Cooling and Data Center Footprint
Hitachi Data Systems virtualization allows the sharing of storage resources, which lowers cost of power, cooling and floorspace by up to 40% less than our competition. Overall, 38% of IT organizations have selected Hitachi Virtual Storage Platform over similar products because of reduction in space and energy consumption*. In fact, more than half of IT organizations surveyed achieved 26% to 50% or more in energy savings with HDS*. Using the same data center footprint, HUS VM offers more than 6 times the scalability of similar competitor systems.

*Source: TechValidate