Global Insurance Company Tackles Fraud Detection On-Site With Hitachi Content Platform Software

**Challenges**
- Identify US$3 million in fraud per month.
- Store 60TB of data; allow 2TB for monthly growth.
- Avoid content management upgrade.
- Retain control over data encryption.
- Find pay-as-you-go type pricing.

**Solution**
- On-site Hitachi Content Platform solution.
- Built-in encryption.
- AWS S3 interface to support custom application.
- Leasing option for operating expenditure (opex) budget.
- Integrated file sync and share.

**Benefits**
- Efficient application development.
- Full control and visibility.
- Eventual on-ramp to public cloud.
- Flexible management of data across clouds.

**Data Governance With Hitachi Content Platform Opens an Avenue to Hybrid Cloud**

**Introduction**
Many enterprises are looking for ways to reduce storage costs and delay capital expenditures (capex) with highly scalable public cloud computing services. Today's top cloud services support enterprises with data encryption, tiering options and attractive, pay-as-you-go pricing. While public cloud services can cut storage costs, they are not cost-effective for all applications. To mobilize data based on value, sensitivity and cost, today's enterprises benefit from hybrid cloud solutions that balance the use of public and private clouds.

To rein in about US$3 million in fraud per month, one division of a global insurance company built an application to run on Amazon Web Services Simple Storage Service (AWS S3). On close examination, the company determined its new analytics application could not run cost-effectively in a public cloud due to upcharges for operations performed against the data. IT concerns around privacy, content control and visibility further compromised the solution. By choosing the software-only version of Hitachi Content Platform (HCP), the company was able to operate its application at a lower price from its own data center. It was able to pave the way for appropriate use of public cloud services in the future.

**Challenges: Mobilize Data Around Storage Assets**
To launch their newly created fraud detection service, a large division of a global insurance company required 60TB in immediate data storage and projected storage growth of 2TB per month. They expected to use the scalability of public cloud computing services for the project and wrote their application for an AWS S3 interface. In theory, AWS appeared to be an ideal alternative to the
cost and complexity of the content management system upgrade to accommodate the project’s scale. In reality, the cost of data mobility and security in the cloud was higher than expected. Furthermore, the IT team saw a need for more internal control over the data, to ensure it was safe from prying eyes.

While it is inexpensive to store data in the public cloud, it can be highly expensive to place data in the cloud and make use of it while it is there. The insurance company’s fraud project needed an enterprise-ready set of capabilities. They could expect add-on pricing for a dedicated circuit, networking, data transfer, reads and writes, data encryption, support and any other operation performed against the data. Because they were analyzing the data, they needed quick access to it. This requirement precluded using an inexpensive long-term storage solution like Amazon Glacier.

The company went in search of a cost-effective solution that they could manage and control from their own data center. They needed a solution that integrated with AWS S3 to avoid recording or complex changes to the storage architecture. They also needed control of the encryption keys and simplified data management to help them mobilize data in the future for long-term storage beyond their firewall. Still another requirement was a pricing structure similar to the pay-as-you go model employed by most cloud providers. This pricing structure would allow the insurance company to charge individual business units for fraud detection services and avoid a large upfront investment in storage.

**Solution: Hitachi Content Platform Software**

The insurance company used the software-only version of HCP to solve issues around storage control and cost. The HCP solution proved technically identical to the AWS S3 solution in terms of application integration, but provided local access for data analytics without networking fees or transfer costs. Because HCP interfaces with S3, the company could use its fraud detection application “as is.”

The insurance company did its own total cost of ownership comparison of AWS S3 services versus an internal HCP solution. Costs were almost identical until they evaluated dedicated services, such as data transfer and encryption. The bottom line: It was 20% less expensive to bring HCP on-site than to run their custom application in the cloud. Because Hitachi Virtual Storage Platform was already in place, the insurer could easily add HCP software. By running VMware versions of HCP software in their environment, the company had the flexibility to move virtual workloads around as needed and to scale to accommodate large amounts of storage over time. Metadata and content search tools allowed the company to drive intelligent storage management decisions across the entire storage infrastructure.

The insurance company had a large growth requirement, but did not want to incur additional capex by buying a large quantity of storage in advance of need. Hitachi Data Systems devised leasing terms based on the company’s projected monthly storage growth. This satisfied the company’s need to spread costs out over the life of the project and turn storage into an opex.

**Benefits: Local Control and Cloud Flexibility**

The HCP software solution lowered costs and kept the analytics project under local control. HCP matched AWS S3 in its pricing structure, scalability and protocols to deliver greater efficiencies.

Through the HCP management interface, the insurance company gained a single point of control for data, whether it resides on-site, on other storage devices, or in the cloud. This kind of visibility into data, combined with access control and an internally stored and distributed encryption key, removes the risk of exposing sensitive content to unauthorized entities.

In addition, HCP can tier content to a choice of clouds. This capability will give the company the future ability to balance the capex and opex associated with public and private clouds.

**Conclusion**

Hitachi Content Platform gives companies an efficient way to meet private cloud needs today and evolve into a hybrid cloud model in the future. HCP not only helps to mobilize data, but it also helps to mobilize people. As companies make greater use of the cloud, they can extend HCP security into the cloud with Hitachi Content Platform Anywhere. This fully integrated on-premises solution provides secure file synchronization and sharing, so the right users can reach data from anywhere, on any device.