

# Hitachi Storage Solutions at Work

Asia Pulp & Paper, Ltd.

**INDUSTRY** Manufacturing

**SOLUTIONS** Business Continuity/Disaster Recovery, Tiered Storage/Virtualization, and Consolidation

**Hardware**—Hitachi Universal Storage Platform™ and Hitachi Lightning 9970V™ enterprise storage system

**Software**—Hitachi TrueCopy® Heterogeneous Remote Replication software bundle and Hitachi In-System Heterogeneous Replication software bundle and Hitachi Universal Volume Manager software

**Services**—Provided by Hitachi Data Systems Global Solution Services and partner Chang Hong Zarva Information Merchandise Co. Ltd.



“By maximizing the utility of our storage assets while improving system performance, scalability, and ease of management, the Hitachi Universal Storage Platform™ has promised us a broader and easier approach of business expansion in the future.”

*Yunjin Li  
IT Director  
Asia Pulp & Paper*

# Asia Pulp & Paper Manages Fast Growth with Intelligent Hitachi

The fast-growing Asia Pulp & Paper has emerged as one of the world's top 10 paper producers. That growth has required a flexible, secure data management system to handle all the key company information, making it both accessible and secure. The company turned to Hitachi Data Systems for deliver the critical platform they needed: Hitachi Universal Storage Platform™.

Asia Pulp & Paper, Ltd., is a Singapore-based subsidiary of the Sinar Mas Group, which has become one of the world's top 10 names in the paper industry, with annual production and processing capacity of over 10 million tons, 13 paper enterprises in China, and more than 20 forestry centers. With more than 20,000 full-time workers and customers around the globe, Asia Pulp & Paper (AP&P) relies heavily on its SAP R/3 system to manage its operations. That system in turn depends on fast, secure access to corporate and customer data. As AP&P grew into one of the world's top 10 paper producers, it needed a storage management platform that could support its access and security needs and continue to grow with the company. Furthermore, the platform had to support central management of data used

by multiple applications, such as enterprise resource management (ERP), supply chain management (SCM), customer relationship management (CRM), and Oracle databases. With Hitachi Data Systems, AP&P found the platform and the solution.

## Ensuring System Reliability

A key requirement for AP&P was having a disaster recovery system in place in its Chinese operations that would let the company switch to a remote location in case of failure at the company's Goldeneast Paper subsidiary, which hosted the SAP applications. At the same time, AP&P needed a secure and reliable, disaster-tolerant backup system to ensure the continuity of business operations. The solution would need to be

centrally managed and highly usable. To accomplish these objectives, AP&P deployed a Hitachi Lightning 9970V™ enterprise storage system at a factory 40km away, using the Hitachi TrueCopy® Heterogeneous Remote Replication software bundle to ensure that the backup site was always in sync. Close to 8TB of data was replicated synchronously.

Hitachi In-System Heterogeneous Replication software bundle was employed in the solution to provide nondisruptive, high-speed, data replication for immediate use for rapid data restores to recover from data corruption or human error, application testing and development, data mining/data warehousing, or nondisruptive backup. Hitachi ShadowImage™ Heterogeneous Replication software, part of the In-System Heterogeneous Replication software bundle, has a consistency-group function that can create a consistent point-in-time copy of an entire system, spanning multiple database instances or any related sets of volumes.

AP&P continued to enhance its central storage system at Goldeneast, upgrading it to the Hitachi Universal Storage Platform™ to increase capacity and, more importantly, unify the management system to increase operational efficiency. With the Universal Storage Platform, AP&P implemented a hierarchical storage model, using nearline disk storage for backup and historical data that needed to be quickly accessible, and tape backup for older data that was needed less often. Hitachi Universal Volume Manager software virtualizes multitiered storage systems of heterogeneous devices into a common storage pool and provides common storage management, data migration, and lifecycle management tools on the Universal Storage Platform. AP&P was able to virtualize 10TB of storage across various third-party systems and Hitachi high-end modular systems.

At AP&P, the security and availability of data on the SAP R/3 system is of particular importance for production and management work at the company. This system requires 100 percent reliability, which is achieved by use of the Universal Storage Platform.

The central storage system also ensured complete reliability: the combination of the high-end Universal Storage Platform with the backup center's disaster-tolerant Lightning 9970V backup storage system, AP&P could guarantee continuous operation of its SAP services.

## Realizing Key Advantages

With the Hitachi Data Systems solution, AP&P is realizing some important benefits. With all production data stored in the Universal Storage Platform, local service

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data is absolutely reliable, and system administrators are relieved knowing that the remotely located, disaster-tolerant system ensures continuous operation of all production systems. Now administrators realize that, no matter how services are increased or production systems are expanded in the future, allocation of storage resources will be easily achieved.

## Greater Efficiencies with an Eye to Future Growth

The simplified storage management enabled through the Universal Storage Platform's centralized management also simplifies operational maintenance, lowering IT costs and reducing risks of errors in managing both data and storage devices.

Furthermore, the Universal Storage Platform's adaptability ensures that AP&P can meet even the largest demand for increased storage capacity at any time in the future as it grows.

“The excellent virtualization capabilities of the Hitachi Universal Storage Platform have enabled us to consolidate the data of critical business applications and thus manage them under a single control platform. By maximizing the utility of our storage

assets while improving system performance, scalability, and ease-of-management, the Universal Storage Platform has promised us a broader and easier approach to business expansion in the future,” says Yunjin Li, AP&P's IT director.

## About Chang Hong Zarva Information Merchandise Co. Ltd.

Chang Hong Zarva Information Merchandise Co. Ltd. (Chang Hong Zarva) is a subsidiary of, and funded by, the Chang Hong Group, an entity with a brand name value of RMB43.7 billion and net assets of RMB10 billion. The manufacturing and capital advantages of the Chang Hong Group provide strong backing for flagship Chang Hong Zarva's technological capabilities in the IT industry—information appliances, IT, communication, and network and content services. Through cooperation with internationally renowned companies in the field of IT merchandise affiliated marketing and solution services, Chang Hong Zarva has accumulated experience, product resources, and consolidated global technology to provide its customers with the most advanced technology as well as the best information products and solutions.

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