

S U C C E S S S T O R Y

# Hitachi Storage Solutions at Work

## Tripnet

**INDUSTRY** Services: Storage Outsourcing/Management

**SOLUTIONS** **Business Continuity**  
**Hardware** — Hitachi Adaptable Modular Storage 2500 and Hitachi Adaptable Modular Storage 1000  
**Software** — Hitachi In-System Replication software bundle, Hitachi TrueCopy® Remote Replication software bundle, Hitachi Dynamic Provisioning software and Hitachi Device Manager software  
**Services** — Implementation Service for Hitachi Adaptable Modular Storage 2500 provided by Hitachi Data Systems Global Solution Services



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*Ulf Persson  
Managing Director  
Tripnet*



# Tripnet Exceeds Growth Expectations by 300 Percent with Hitachi Adaptable Modular Storage

Increased storage needs among Swedish businesses presented storage outsourcing and management company Tripnet with new business opportunities. To capitalize on the fast growing demand of IT outsourcing services the company implemented Hitachi Adaptable Modular Storage, which enabled them to offer a total solution of IT management services, including a flexible and scalable storage solution. Tripnet's sales of storage shot through the roof and exceeded budget expectations with more than 300 percent growth.

Tripnet supplies management of hardware and software, delivering support 24/7, system updates, technical maintenance and security. The company's client roster boasts Swedish multinational industrial enterprises as well as traditional businesses, governmental bodies and organizations.

Tripnet has invested and specialized in developing a complete IT management environment for business critical systems.

## An Ear to the Market

The demand for managed IT services has been growing rapidly over the last few years; so has the demand for partners that can offer a total solution for management of IT. Tripnet

previously offered IT management services in which they built individual storage solutions for each customer. This made it hard to offer profitable solutions, as every system needs to have a certain overcapacity of disk space and performance. It also resulted in a lack of economy of scale and every solution needed to be financed separately.

Many of Tripnet's customers were also using storage islands that were not connected to each other, which made administration time consuming and left them with few choices when it came to adjusting price and performance.

Tripnet realized that by being able to offer an advanced and flexible storage solution that allowed customers to choose performance, price, functionality and support according to their specific needs they had an opportunity to grow their business.

"Our customers' storage needs were increasing rapidly and they turned to us, asking if we could manage their storage as well. When speaking in detail to them about their concerns we realized that there was great room for improvement," says Managing Director at Tripnet, Ulf Persson.

## Materializing the Opportunity

In order to improve the service and meet customer needs Tripnet decided to expand its offering to a total solution, including advanced storage services.

"We needed a scalable storage solution where it would be easy to create flexible services that would fit the needs of each customer. The solution also needed to offer failover functions so we could build services with availability close to 100 percent," explains Persson.

Besides investing in a scalable solution with high availability it was also important for Tripnet to have the option of adding new functionality to the storage solution, such as snapshot technology for in-system data replication, cloning and data replication between two sites.

Tripnet selected two main candidates to evaluate: Hitachi Data Systems and EMC. They were evaluated on technology, functionality, pricing and terms.

"It wasn't easy to compare the details of the two offers, but Hitachi offered us their greatest modular storage system, which gave us a performance that none of the competitors could match, it also gave us the opportunity to use iSCSI for a minor additional cost. All in all, Hitachi Data Systems was the vendor that we were most confident in due to their reputation and the way they listened to our needs, which in the end made us sign the deal," explains Persson.

To broaden its services to a total solution Tripnet initially invested in Hitachi Adaptable Modular Storage 1000. After the initial investment in hardware the company added new software capabilities through the Hitachi In-System Replication software bundle, which provides snapshot and cloning capabilities.

During the autumn of 2008 Tripnet invested in Hitachi Adaptable Modular Storage 2500, also adding the Hitachi TrueCopy® Remote Replication software bundle in order to eliminate risk through data replication at two remote sites. Tripnet also added a Hitachi Dynamic Provisioning software license, which enabled its administrators to provide virtual storage capacity, reducing costs for administration and improving application response time.



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The new Adaptable Modular Storage 2000 family systems provide the industry's first point-to-point 3Gb/sec serial attached SCSI (SAS) architecture with 9600MB/sec total bandwidth and up to 32 links. The new series also includes the Hitachi Dynamic Load Balancing Controller feature for efficient data transfer, automated storage provisioning, excellent fault isolation and always balanced performance.

The initial implementation of both units was made by Hitachi Data Systems Sweden's skilled service engineers and the ongoing administration is managed by Tripnet.

## Growing the Business with Hitachi Data Systems

By adding storage services Tripnet can now offer a total solution of managed services and guarantee their customers' storage with high availability of data. This has resulted in a massive growth beyond their greatest expectations. In fact, Tripnet's storage sales have gone through the roof, exceeding their budgeted expectations for storage growth by over 300 percent.

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don't need to go into the details of how it works,’ which is of great value for us as it speeds up the sales process and helps us close more deals,” explains Persson.

Since implementing the first Hitachi Adaptable Modular Storage during the spring of 2007 Tripnet is now managing over 50TB of data for its customers and already has plans to expand the storage solution with Adaptable Modular Storage 2100/2300 and analysis software, as well as Hitachi Tuning Manager software, to improve measurement and optimize the storage.

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