

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

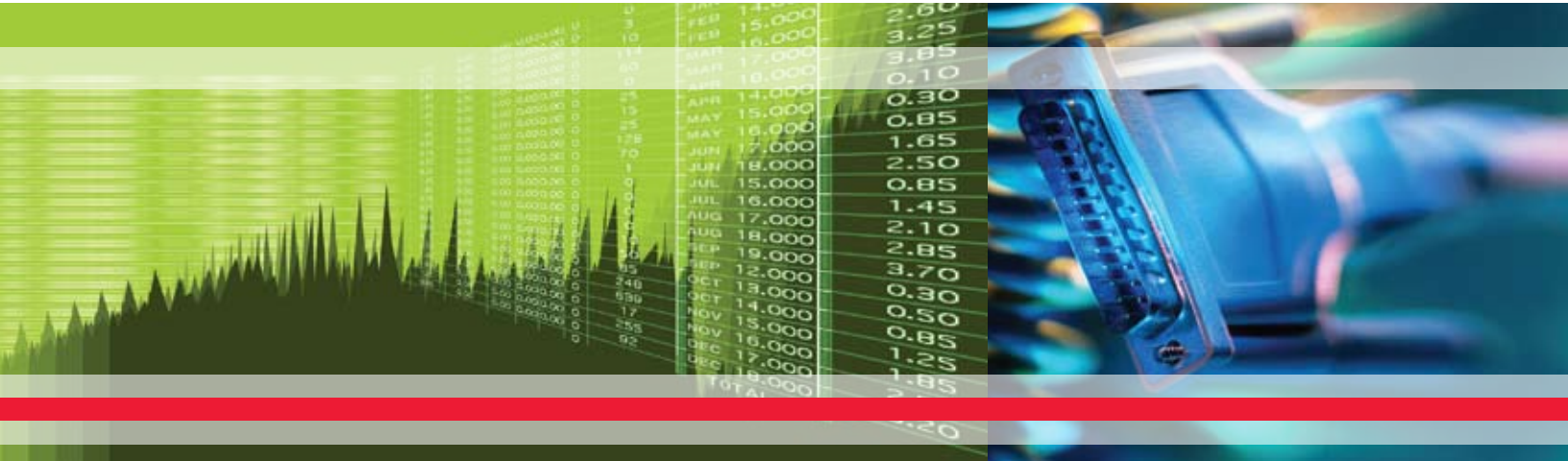
Hitachi Storage Solutions at Work

Intellidyn Corporation

INDUSTRY Services: Database Analytics and Marketing

SOLUTIONS Tiered Storage

- Hardware** — Hitachi Adaptable Modular Storage 500
- Software** — Hitachi Resource Manager™ utility package and Hi-Track® Monitor
- Services** — Provided by Hitachi TrueNorth™ Platinum Partner Consiliant Technologies



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Rajeev Kumar Gagneja
Chief Technology Officer
Intellidyn Corporation



Ultra-scalable Hitachi Storage Catapults Availability Levels for Error-free Data Analytics at Intellidyn

Intellidyn Corporation processes, analyzes and compiles millions of intricate information records in order to deliver customized consumer data, faster and more comprehensively than the competition, with zero defect. Challenged with an avalanche of industry regulations, expanded services and 24/7 availability demands, Intellidyn turned to Hitachi Data Systems for a very nimble, responsive and ultra-scalable storage design. The solution was based on Hitachi Adaptable Modular Storage 500.

In the industry of database analytics and marketing, agility of information is paramount. For Intellidyn Corporation, the leading U.S. expert in analyzing, mining, integrating, optimizing and packaging consumer data, agility is the currency that runs the business; hundreds of millions of transactional records must be assimilated, data marts assessed and marketing campaigns performed faster and more comprehensively than the competition, with zero defect.

Analyzing Atomic-level Challenges

Intellidyn helps its clients find competitive advantages by providing valuable, timely information based on error-free composites of both strategic, big-picture analysis and tactical,

atomic-level details. Before these campaigns can be released to clients, Intellidyn meticulously compares materials against suppression databases, which contain responder data and do-not-call lists, to comply with mounting privacy and telemarketing legislative mandates that often carry steep penalties.

To accomplish these daily activities, the agency relies on availability and performance of its three master databases and vast client data warehouses. In the midst of unprecedented growth of services and products — and supporting data — Intellidyn is also responding to an avalanche of client mandates for 24/7 database access. The current storage infrastructure cannot provide the momentum, flexibility or velocity to grow with changing business requirements.

“We know the consequences for mistakes and downtime are potential loss of data, clients and credibility. Those are simply not options,” says Intellidyn president and CEO Peter Harvey. “Intellidyn is seeking a very nimble, very responsive IT ecosystem that will exponentially scale with our data needs.”

Mining for IT Requirements

Intellidyn’s customer work resides on the heterogeneous storage architecture, which enables intricate analytic intelligence to be created, stored, retrieved and protected. The existing storage environment included Sun StorEdge T3 storage systems deployed through the storage area network (SAN), and Sun Enterprise servers clustered for high availability, running SAS Scalable Performance Data Server, a parallel data store that loads and retrieves data subsets from Intellidyn’s high-volume national credit and demographic warehouses.

In the five years since Intellidyn was founded, storage needs had changed dramatically. While 90 percent uptime was once acceptable, business applications and long-term storage archival now required 99.9 percent uptime. Highly available clustered SAN was implemented to address the high service level agreement and scalability (2TB to 30TB), which was limiting in the direct attached disk storage systems. Further, current configurations did not allow hard disk drives to be mixed within the same storage frame, limiting the flexibility to move data as needed.

“Customers are driving our scalability and availability requirements, so we wanted to quickly transition to a high-performance, tiered storage solution that would meet new service levels,” says Rajeev Kumar Gagneja, Intellidyn chief technology officer.

In Intellidyn fashion, the IT department used stringent scientific techniques and return on investment (ROI) analysis to analyze storage requirements and justify new architecture. The prerequisites for a first-tier storage model were straightforward: one frame, seamless integration, lower total cost of ownership (TCO), and transparency. The design would

need to deliver enterprise-grade scalability, resilience, availability and performance.

When time came to evaluate possible vendor solutions, including Sun Microsystems and 3PARdata, Inc., Intellidyn contacted Mike Waz from Consiliant Technologies for recommendations. The answer was a show-and-tell for Hitachi Adaptable Modular Storage.

Gagneja was impressed with the preliminary demonstration and invited Hitachi TrueNorth™ Channel Partner Consiliant and a presales engineering team from Hitachi Data Systems to further scope out and architect the solution.



“We are introducing some very innovative products to the market that will catapult how data can be furnished to our clients. The Hitachi technology, storage and retrieval capabilities are the underpinnings of these new offerings.”

Peter Harvey
President and CEO
Intellidyn Corporation

“The road map presented by Hitachi Data Systems for the Intellidyn storage growth was very comprehensive in terms of availability, performance, costs and business continuity. We saw tremendous advantage and potential savings with a long-term ability to scale both vertically and horizontally with the Hitachi solution,” says Gagneja.

Scoring Scalability with Hitachi Data Systems

Intellidyn implemented Adaptable Modular Storage 500, with up to 4Gbit/sec Fibre Channel port connectivity, and used more than 20TB of its raw intermix capacity in a three-tiered storage model for the high-availability clustered servers. The entire solution was toolled on the Sun servers, running Sun Solaris 8, with VERITAS Storage Foundation software. Adaptable Modular Storage 500 delivers enterprise capabilities in a high-end modular frame designed for cost-effective, aggressive growth by matching application requirements to storage attributes.

First-tier storage, configured at RAID-5, is well suited for client data and information marts

using high-performance Fibre Channel running at 15,000rpm for Intellidyn’s premier customer data. The second tier is configured with RAID-5 and mid-performance Fibre Channel for client data warehouses that provide historical data snapshots and time-series analysis. Nearline backups to disk are handled by third-tier, RAID-6 SATA drives.

Amplifying Adaptable Modular Storage 500 functionality is the indispensable Hitachi Resource Manager™ utility package, which provides essential management and optimization tasks across systems, including

RAID and LUN configurations, port and path mapping, network and device integration, and storage pooling and visualization. The Hi-Track® Monitor “call-home” service and remote maintenance tool automatically detects and addresses potential problems, and even notifies the Hitachi Data Systems support center when assistance is needed.

Finding Competitive Advantage

The Adaptable Modular Storage model quickly joined the ranks of Intellidyn superstars, delivering agility and competitive advantage — the very hallmarks of the agency’s success. Now able to truly scale storage right alongside the business, Intellidyn is significantly closer to producing real-time analytics for the industry.

“Out of the box, without tuning, the Hitachi solution gave us an immediate 300 percent improvement of application performance,” says Gagneja.

In addition to performance gains, Intellidyn lowered TCO. Vital to driving campaign success was the flexible and cost-effective combination of Fibre Channel and SATA

protocols: Adaptable Modular Storage 500 enables administrators to move data between storage tiers while programs are running — rather than while fixed or static — for dynamic, “on-the-fly” transformation of mission-critical information.

The Hitachi road map provides assurance for a company growing as swiftly as Intellidyn, with in-place storage upgrades and ultra-scalable

Partner Spotlight

As a Hitachi TrueNorth™ Platinum Partner, Consiliant Technologies delivers proven expertise in the design and implementation of leading-edge storage and security solutions. With a special focus on understanding and designing business continuity, disaster recovery and tiered storage plans, Consiliant helps clients to achieve aggressive ROI and service-level objectives. Consiliant Professional Services include:

- SAN design and implementation
- High-availability computing
- Enterprise backup solutions and disaster recovery analysis
- Security audit, design and implementation
- Network design, deployment and administration
- Web design and technology solutions

Consiliant is headquartered in Irvine, California, with regional offices in New York City, New York. For more information, visit www.consiliant.com.

design resiliency to expand both horizontally and vertically to best meet the needs of the business.

“We are introducing some very innovative products to the market that will catapult how data can be furnished to our clients. The Hitachi technology, storage and retrieval capabilities are the underpinnings of these new offerings. As a result, Intellidyn can push beyond client expectations to client delight,” says Harvey.

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