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 IT Systems Manager
 Lotto Sport Italia*

Lotto Sport Italia

INDUSTRY Manufacturing

SOLUTIONS **Modular Platform and Storage Management**
Hardware — Hitachi Adaptable Modular Storage 2100
Software — Hitachi Storage Navigator Modular 2, Hitachi Copy-on-Write Snapshot, Hitachi Dynamic Link Manager
Services — Provided by Hitachi TrueNorth Channel Partner Filippetti S.r.l. consulting & technologies

Lotto Sport Italia Scores Excellent Price-to-Performance Ratio with Hitachi Adaptable Modular Storage

High tech footwear company Lotto Sport Italia was facing significant physical growth in the volume of company data, the development of markets and the launching of new initiatives, which made it imperative to develop its data center's storage capacities. Hitachi Adaptable Modular Storage 2100 answered these challenges, eliminating downtime and inefficiencies, and supporting excellent system performance levels.

The Company

The history of the Lotto brand began in Italy in 1973 with the production of tennis shoes. The scope of the company's activity has increased over the years to include production of footwear for other sports and, subsequently, other apparel. It has since expanded internationally to establish itself as one of the best known Italian sporting brands in the world.

The company took a new direction in 1999 when Andrea Tomat, the current President and CEO, took over the company with a group of investors, leading to an immediate and comprehensive acceleration in product innovation and further internationalization. The company was renamed Lotto Sport Italia. It refined its research and production of high-tech footwear for football (soccer) and tennis. For example, during the 2006 World Cup, the company launched the world's first laceless football boot, which was a real jewel

in the crown of Lotto Sport Italia, representing its widespread product innovation processes and design research as the focal point of company strategy.

Today, Lotto Sport Italia, which has its headquarters in Trevignano in Province of Treviso, in the heart of Italy's more productive Northeast, has an international presence with 300 single brand stores, 43 of which are in Italy. The structure of the company includes eight agencies in Europe and a trading unit in Hong Kong, with four branches in Dongguan, Jakarta, Nanjing and Taiwan. With approximately 250 employees, the company turnover in 2008 was EU311 million. Approximately 50 percent of its global sales are in the clothing area, followed by footwear with 43 percent and accessories with seven percent.

The Requirements

The Lotto Sport Italia IT infrastructure is quite complex and uses a very robust SAN, which supports marketing and the design division with significant product design data volumes, as well as all the external commercial units in Europe and the Far East. In addition to the significant physical growth in the volume of company data, the development of markets and launching of new initiatives have made it necessary to develop the data center's storage capabilities. The base IT infrastructure of Lotto Sport Italia serves approximately 400 clients.

"We were looking for a new storage solution for our VMware infrastructure that, as



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well as fulfilling the classic requirements of reliability and availability, guaranteed a fair price-to-performance ratio; we were thinking of changing from an overall storage capacity of 15TB (4TB related to the primary SAN and 11TB related to the second-level SAN and dedicated to the historic archive) to 30TB, thereby actually doubling the storage volumes available to our IT systems,” explains Lotto Sport Italia IT Systems Manager Claudio Pieri. “The main purpose of this increase in capacity was to be able to meet the increasing requirements for data archiving, as well as providing sufficient space for at least another two years.”

From amongst the offers proposed by systems integrator Filippetti S.r.l. consulting & technologies, the company opted for Hitachi Data Systems solutions. Filippetti is a gold-level Hitachi TrueNorth Channel Partner and has been working with Lotto Sport Italia for years. “Initially, we had not considered Hitachi Data Systems,” Pieri says, “but then they convinced us of its excellent price-to-performance ratio, and we saw previous references from certain users we know, who had already installed Hitachi systems and had found them to be totally reliable.”

The Solution and the Benefits

Lotto Sport Italia selected a rackmount Hitachi Adaptable Modular Storage 2100 with dual controllers and 4GB cache and a mix of SAS and SATA drives. The software provided includes Hitachi Storage Navigator Modular 2 for management and configuration, Hitachi Dynamic Link Manager software for the servers connected directly to the storage and, finally, Hitachi Copy-on-Write Snapshot software to provide snapshot capabilities for the backup solution.

“Our Filippetti partner provided us with very useful resources, which guided the entire operation in an impeccable manner, complying with the project and calendar times,” Pieri points out. “There were no problems at all and, in less than a month, around the end of July 2009, the system was already operative.”

It must be pointed out that the switchover from EMC and IBM® DS4200 storage to the new system, which also involved the consolidation of the storage within a single pool (with considerable benefits for maintenance and handling), took place in a totally transparent manner with respect to users. “Being able to carry out all the operations ‘spontaneously’ is another benefit of the Hitachi Adaptable Modular Storage solution, which allowed us to eliminate downtime and inefficiencies throughout the entire migration procedure,” Pieri underlines. He adds, “The system performance levels are excellent, at costs which are quite beneficial compared to competitors: 1TB from Hitachi Data Systems is really very competitive compared to the other solutions available on the market.”

Future Initiatives

“In view of the economic recovery which we all expect, we have several new initiatives and studies under consideration, such as a website dedicated to online purchases by individual consumers, or the new extranet portal, where suppliers can find many useful functions, such as completely automated document management. These activities require a reliable high performance storage system, like the one we now have, thanks to Hitachi Data Systems and Filippetti,” Pieri concludes.

Filippetti S.r.l. consulting & technologies

Filippetti S.r.l. consulting & technologies was created after more than 30 years of experience in the Information and Communication Technology solutions market. For more than ten years, it has been offering national market solutions with high added value, and high technological content through its operating bases in Ancona, Milan, Rome and Thiene (Vicenza).

Filippetti S.r.l. consulting & technologies offers solutions with results guaranteed by the realization of preset targets and objectives; its solutions are adapted so that they comply with the requirements of every type of organization, whether private or public, medium-sized or large. The company’s systematic experimentation using new technologies guarantees a high level of technical skills, and its major professional motivation and drive guarantees innovation, quality and completeness for all solutions offered.

For more information, visit www.filippetti.it.

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