



“Hitachi Data Systems, as an integral consultant, helps Movistar solve critical business issues.”

*Luis Urzúa
 Technology and Systems
 Operations Manager
 Movistar*

Telefónica Móviles de Chile

INDUSTRY Telecommunications

SOLUTIONS **Business Continuity, Enterprise Platform, File and Content Services**
Hardware — Hitachi Universal Storage Platform® V 600
Software — Basic Operating System, Hitachi Dynamic Link Manager
Services — SAN Implementation and 24/7 software and hardware support provided by Hitachi Data Systems Customer Services & Support and Hitachi Data Systems Global Solution Services

Mobile Telephony Company Movistar Speeds Performance, Ensures Business Continuity with Hitachi Universal Storage Platform® V

Due to increased customer demand and massive access by thousands of customers a day, Movistar needed a comprehensive solution that would help decrease mobile telephony response times and guarantee the security of the site. The company needed a partner that could provide the required performance and speed, and help bring down response times in order to optimize customer service. Hitachi Data Systems offered a comprehensive solution that easily answered these challenges.

Movistar is Telefónica's mobile business in Chile. With over seven million subscribers, it is the domestic market leader and is uniquely positioned to launch innovative products and services in the mobile telephony field in Chile. It was the first Chilean organization to be awarded the 2008 Frost & Sullivan Award for Innovation. Movistar has been named the fifth best place to work in Chile and one of the best 100 places in Latin America, according to the Great Place to Work® ranking.

In the first quarter of 2003, the company started its expansion plan by deploying a new network with Global System for Mobile

Communications (GSM)/General Packet Radio Service (GPRS) technology, a digital mobile telephony system developed in Europe for data traffic, which usually uses the 850MHz and 1900MHz bands.

The company invested about US\$150 million in the new GSM network, which paved the way to introduce a wide range of customer focused, value added services that no carrier was yet offering in Chile, such as multimedia messaging, game and music downloads, etc.

Movistar has 1600 employees and a partners' network comprising 2400 members, distributors and suppliers.

Enhancing Safe, Secure, Online Transactions

Movistar has an Internet portal called "Mi Movistar" through which customers may interact with the company and submit enquiries about cell phone plans and collection related issues. They may even view their call detailed records and the invoices they receive by mail on a monthly basis.

The information is available online in order to streamline the payment process, as customers may quickly and easily get their invoices printed after viewing them using Adobe Acrobat or HTML. The application stores information about two million invoices a month for 12 months, and an estimated 700,000 users visit the portal every month.

The project's main objectives were:

- Drive down response times for online transactions to improve customer service and satisfaction.
- Increase data availability and performance to support business critical applications.
- Guarantee a safe environment for online transactions.
- Improve the management and long term storage of digital information.
- Optimize the complete service platform used for online digital invoicing.



"Undoubtedly, deploying this model was not easy, but the Hitachi Data Systems consulting approach allows for a different kind of business relationship and helps our company enjoy greater benefits."

*Luis Urzúa
Technology and Systems Operations Manager
Movistar*

Partnering with Hitachi Data Systems

Movistar was looking for a supplier that would be able to offer more than just new hardware to solve short term capacity and performance issues related to data storage and availability. It needed a consultant who would be able to provide a comprehensive solution to overcome its business critical challenges, to offer an end-to-end solution to streamline online services offered to customers and to improve user satisfaction levels.

Hitachi Data Systems was selected as a strategic partner for this project because it was aligned with Movistar's business requirements and had a thorough knowledge of the company's needs. Due to the type of relationship both companies share, with an internal consulting approach and specialized staff who understand Movistar's challenges and speak the management's language, it was promptly decided to develop the solution with Hitachi Data Systems.

The fact that Movistar deeply trusted Hitachi Data Systems consultants and its specialists' expertise to achieve the goals defined by its IT organization was key and the reason why this project was not discussed with any other vendor.

Effective, Record Time Deployment

The Hitachi Data Systems proposal was very comprehensive and was delivered and deployed in record time. The presentation about the preliminary release was developed in only 15 days. Within a month, the solution was defined and the cost calculated. In less than two weeks, Movistar's Investments Committee approved the solution, and deployment, which took only 75 days, was started.

In its first stage, the solution's goal was to quickly display billing information over the web with high data availability and time scalable performance. Thus, an architecture based on hardware, software and services was built to meet those requirements.

The second stage, which had not been included in the original proposal, involved the possibility of exporting information older than six months to a fixed content management platform, to keep the information away from the source platform and meet the fixed content management standards as well as all related international requirements. From that time forward, data (PDF files) might be treated as objects by a Hitachi Content Platform to interact and define data security, access and expiration levels. In this way, the specific object is treated according to the metadata that are defined in advance.

All of the hardware defined in the original proposal included maintenance services. On the other hand, customization services included "ad hoc" support for these kind of systems. The necessary professional services to deploy the solution and go live were also included.

It should also be pointed out that with a standard technology acquisition model, Movistar would have had to define the preliminary solution design to eventually write a request for proposal to select the supplier, make a decision on the infrastructure and storage acquisition, describe and build updating processes and define all aspects related to the initial migration of data. With such a traditional model, Hitachi Data Systems would only have participated as a storage vendor (a mere disks seller). However, with this shared consulting model Hitachi Data Systems has become a true business partner to Movistar, which

has consequently been able to enjoy more benefits, including:

- Operating cost savings
- Maximized use of existing assets
- Optimization of online services offered to customers
- Improvement of the range of value added services for customers
- Increased customer satisfaction

Upcoming Project Preview

Movistar is thinking of using this consulting model developed with Hitachi Data Systems for upcoming projects, based on the benefits achieved during this project.

In the field of storage, specifically, Movistar is analyzing plans to develop a solution to virtualize third party storage using the Hitachi Universal Storage Platform® V deployed in the company's data center.

From the point of view of value added solutions, both companies are considering the development of other solutions to work out IT internal challenges. They are analyzing other joint projects that might be developed outside the typical vendor-client relationship with a strategic business partners' approach.

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