



“The Universal Storage Platform® VM is sophisticated but straightforward and has automated much of what we used to spend hours doing manually, to save us time, resources and frustration over the long haul.”

*Ken Hurley
Managing Director of IT
Solta Medical*

Solta Medical

INDUSTRY Retail: Healthcare

SOLUTIONS [Enterprise Platform, Virtualization](#)
Hardware — Hitachi Universal Storage Platform® VM
Software — Hitachi Dynamic Provisioning, Hitachi Basic Operating System (for Universal Storage Platform VM)
Services — Installation, provisioning, documentation and training provided by Hitachi Data Systems Global Solution Services

Solta Medical Rejuvenates Aging Data Center with Hitachi Universal Storage Platform® VM

A pending acquisition and significant new business growth led well known aesthetics company Thermage to change its corporate name to Solta Medical. Simultaneously, the company needed to integrate and upgrade data center technologies to accommodate the merger. To support and protect mission-critical data while improving flexibility, performance and scalability, Solta Medical deployed the Hitachi Universal Storage Platform VM with exceptional virtualization and thin provisioning features.

With a myriad of skin improvement treatments readily available at many medical offices, aging gracefully or not at all is easier than ever; customer favorites include non-invasive skin rejuvenation solutions such as Thermage and Fraxel. When the two premier aesthetic medical companies that owned these brands decided to merge, a new corporate face was established, known as Solta Medical.

Based in Hayward, California, with a global sales network and customer base, Solta Medical holds over 80 patents and has published numerous scientific studies that validate its distinctive technologies. So when the company needed a new storage area network to support its rapidly growing business, finding the same standards of proven quality and results was a top priority.

Finding Some New Wrinkles with Business Growth

From its inception, Solta Medical had doubled in size and expanded its product offerings. In addition to a focus on uniting the new company's products, employees and sales offerings, Solta Medical would also need to bring together IT applications, systems and processes in one cohesive data center.

An important objective for the organization would be to provide exceptional service and faster turnaround time for data requests. But the IT environment was challenged by a cumbersome infrastructure and labor-intensive methods.

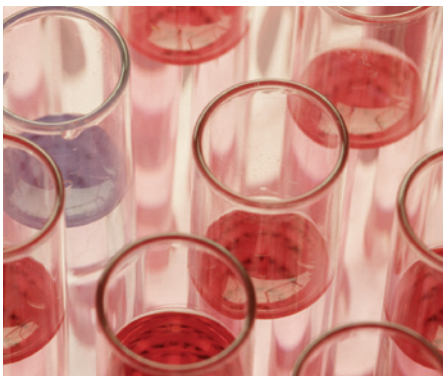
"In our main data center, we were dealing with dozens of independent servers and a

constant churn of adding disk capacity to keep pace with growth. Implementing any new applications, systems or test environments has been hindered by our ability to find adequate server capacity to house them. Now, we are also deciding what technologies to integrate from the acquired data center and how to develop a forward looking IT architecture that will help us grow effectively and cost-efficiently," says Managing Director of IT at Solta Medical, Ken Hurley.

Looking to Resurface the IT Infrastructure

The existing IT environment, prior to the merger, included more than 30 separate servers to manage all mission-critical enterprise resource planning (ERP) and customer relationship management (CRM) systems as well as large volumes of email, clinical images and scientific data. Head count for the IT department would need to remain status quo despite the two-fold business growth and resultant data volumes, so ease of management and a better way to estimate and expand storage capacity were important requisites. Regarding the merger's acquired IT inventory, Hurley wanted to leverage its SAN technology, including disk-to-disk backup functionality and Asempra continuous data protection software.

"As we assessed our needs for meeting various business requirements, it was clear that we needed to centralize the data



"We quickly began to see the potential for tremendous savings in capital with the ability to tier storage, virtualize additional servers and rapidly deploy capacity whenever we need."

*Ken Hurley
Managing Director of IT
Solta Medical*

infrastructure, leverage the SAN approach across the enterprise and then incorporate newer technologies, including thin provisioning and virtualization, to calibrate a more advanced, secure and efficient data center,” Hurley explains.

Solta Medical considered an impressive lineup of midtier storage vendors for technical capabilities as well as product reliability and ongoing support. “We didn’t expect that Hitachi Data Systems would be able to compete on price, and were pleasantly surprised to learn that we could obtain an exceptional and affordable enterprise class solution, and a committed partner. Throughout the selection process, the Hitachi team was focused on more than selling us the technology: they were genuinely interested in building a relationship with us and ensuring that we would be satisfied each step of the process. And Hitachi Data Systems presented the strongest commitment to uptime and reliability,” he adds.

Implementing a Smoother Enterprise with Hitachi SAN

Solta Medical implemented an advanced storage network architecture based on the Hitachi Universal Storage Platform VM with built-in storage virtualization, thin provisioning and universal replication, which is all manageable from a single pane of glass. The Universal Storage Platform VM delivers unmatched levels of performance, scalability and availability, along with a comprehensive suite of enterprise class features designed to unite heterogeneous environments.

“The Universal Storage Platform VM is the right choice for us now and long into the future as the architectural strategy to virtualize storage into one pool without draining application performance or availability. Hitachi Dynamic Provisioning software enables us to run operations continuously, even during data movement and expansion — huge improvements over the previous environment,” says Hurley.

Hitachi Data Systems Global Solution Services (GSS) configured the Universal Storage Platform VM with 20TB SATA and 7.2TB Fibre Channel storage for highly flexible connectivity choices and cost-effective storage. GSS also provided provisioning services and a basic training for Solta Medical IT staff. SAN routers and switches from the acquisition SAN were updated and the Asempra technology was added to the IP backbone for granular and instant recovery of Microsoft Windows-based applications. As the business acquisition finalized, Solta Medical was able to perform ERP and CRM systems integration and set up a test environment on the new SAN.

Storage Virtualization Treatment Provides Lasting Benefits

As the companies united under one IT architecture, Hurley was able to move all servers and data to the virtual environment and put the Hitachi SAN into full production. “We quickly began to see the potential for tremendous savings in capital with the

ability to tier storage, virtualize additional servers and rapidly deploy capacity whenever we need. The Hitachi SAN allows us to reduce risk, shrink recovery points from hours to seconds, increase speed, expand the infrastructure and stop worrying about running out of disk space or managing individual components,” he says.

With a successful business acquisition and overhauled IT infrastructure in place, Solta Medical is well positioned to adeptly harness and protect mission-critical data growth.

“Hitachi Data Systems enables us to have a broader enterprise solution capable of high performance, infinite scalability and rock solid reliability.... The Universal Storage Platform VM is sophisticated but straightforward and has automated much of what we used to spend hours doing manually, to save us time, resources and frustration over the long haul. Now we have a centralized and virtualized environment that continues to grow, but is less costly to administer than managing all those separate components. The bottom line is we can service stakeholder requests better and more efficiently,” concludes Hurley.

 **Hitachi Data Systems Corporation**

Corporate Headquarters

750 Central Expressway
Santa Clara, California 95050-2627 USA
www.hds.com

Regional Contact Information

Americas: +1 408 970 1000 or info@hds.com
Europe, Middle East and Africa: +44 (0) 1753 618000 or info.emea@hds.com
Asia Pacific: +852 3189 7900 or hds.marketing.apac@hds.com

Hitachi is a registered trademark of Hitachi, Ltd., in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd., in the United States and other countries.

All other trademarks, service marks and company names in this document or website are properties of their respective owners.

Notice: This document is for informational purposes only, and does not set forth any warranty, expressed or implied, concerning any equipment or service offered or to be offered by Hitachi Data Systems Corporation.

© Hitachi Data Systems Corporation 2010. All Rights Reserved. SS-168-B DG September 2010