

Learn how Hitachi Data Systems customers worldwide are measuring what matters to reduce costs and transform existing technology infrastructure for better business value.

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## Business Transformation Through Storage Economics

Hitachi Storage Economics Helps Illuminate Efficiencies, Improve Performance and Achieve Economically Sustainable Data Centers

### Atos



Atos is a highly successful systems integrator and outsourcing company based in Europe and Asia Pacific. To create superior storage architecture and meet stringent customer demands, Atos worked with Hitachi Data Systems to drive efficiency and resiliency up and costs down. Re-engineering its infrastructure to include virtualization and tiered storage, Atos today has a highly nimble and cost-efficient multitiered ecosystem.

Read more at: <http://www.hds.com/assets/pdf/storage-virtualization-how-to-capitalize-on-its-economics-benefits.pdf>

“ We have grown from 1PB to 1.8PB, and have converted from a single, Tier 1 structure to very well-organized multiple tiers. We have already improved storage utilization from its original 25% to 35%, to now utilizing at 66% and counting. ”

*Stephen Ko, Director of Operations for Atos Managed Services in the APAC Region*

### Overstock.com



Overstock.com is a popular online retailer of brand merchandise at cut prices, with the motto, “Let’s start saving.” To keep its high-volume online business running smoothly, Overstock.com needed to reduce IT risk and complexity with a more flexible and available storage infrastructure. Choosing Hitachi virtualized tiered storage has enabled the company to reduce data migration from hours to minutes, provisioning tasks by up to 80%, and technology refresh time by up to 90%. Overstock.com has strategically improved capacity reclamation by 50% and utilization rates to approximately 80%.

Read more at: <http://www.hds.com/assets/pdf/hitachi-success-story-overstock-com.pdf>

“ Running cost-efficient operations and eliminating downtime are critical to staying competitive and satisfying customers. We needed more advanced technology that works for us, not against us. ”

*Sam Peterson Senior VP, Technology, Overstock.com*

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## IPC Logistics



IPC Logistics Corporation (IPC) provides Aviation Data Solutions to aviation clients via the IPC Online Aviation Scheduling Integration Service known as OASIS. IPC is required to maintain a serious level of availability, roughly 99.99% uptime, or less than 1 hour of downtime per year in order to service their clients effectively. IPC meets these challenges with Hitachi Data Instance Manager (HDIM). This solution protects all physical and virtual machines (VMs), and provides real-time replication, real-time continuous data processing (CDP) and live backup. IPC has the ability to provide available data service to over 7,000,000 clients on a 24/7/365 basis. The unified HDIM approach reduced administrative costs and time by over 300%.

Read more at: <http://www.hds.com/assets/pdf/hitachi-success-story-ipc-logistics.pdf>

“ In the field of aviation logistics, we must run 7 by 24 by 365 or our customers’ operations are at risk. We deployed Hitachi Data Instance Manager in a high-demand, all-virtual [Microsoft®] Hyper-V® production environment using real-time protection for hundreds of virtual machines, and have achieved significant cost savings. ”

*Pete Musacchio, President of Operations  
IPC Logistics*

## Swisscom IT Services



Swisscom IT Services needed to develop a storage infrastructure cost-forecasting model for the next 3 to 5 years and to meet customer demand for a clear and predictable pricing model. Furthermore, it needed a more efficient environment in which to deliver better performance and service. Swisscom IT Services required the ability to restructure its storage tiers to manage data more efficiently and to reduce operating expenditure (opex). It used the Storage Economics Strategy Service from Hitachi Data Systems to identify areas in which improvements could be made. As a result, the company has implemented a data-classification project to improve its tiered storage, and added new functionality like thin provisioning. The HDS service helped Swisscom IT Services to reduce opex and move 70% of the data stored in the organization’s environment to a lower, more cost-effective tier.

Read more at: <http://www.hds.com/assets/pdf/s-story-with-swisscom-itservices>

“ By implementing the Storage Economics Strategy Service from Hitachi Data Systems, we have been able to identify where benefits can be achieved across our storage infrastructure. This means that we can not only meet, but also exceed, management goals around cost reduction. ”

*Donat Kaeser, Product Manager, Swisscom IT Services*

## Turkcell



Leading Turkish Mobile Phone Operator, Turkcell, was looking for a storage solution to manage high-performance requirements of its applications. The company wanted to control rising operating expenditure (opex) and consolidate storage systems that were more than 5 years old. With such improvements, Turkcell planned to increase performance while maintaining the current total storage capacity and reducing the overall power consumption and footprint of 3 data centers. By implementing Hitachi Virtual Storage Platform (VSP), Hitachi NAS Platform, and Hitachi software, Turkcell was able maintain costs as a capital expenditure (capex). The company replaced 17 storage systems in 3 locations with 7 VSPs, for reduced power consumption.

Read more at: <http://www.hds.com/assets/pdf/hitachi-success-story-turkcell.pdf>

“ With the help of HDS solutions, we are able to fulfill our consolidation goal, and we benefit from the performance improvement in the environment. ”

*Bülent Saltürk, Infrastructure and Operations Division Head, Turkcell*

### @Hitachi Data Systems



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