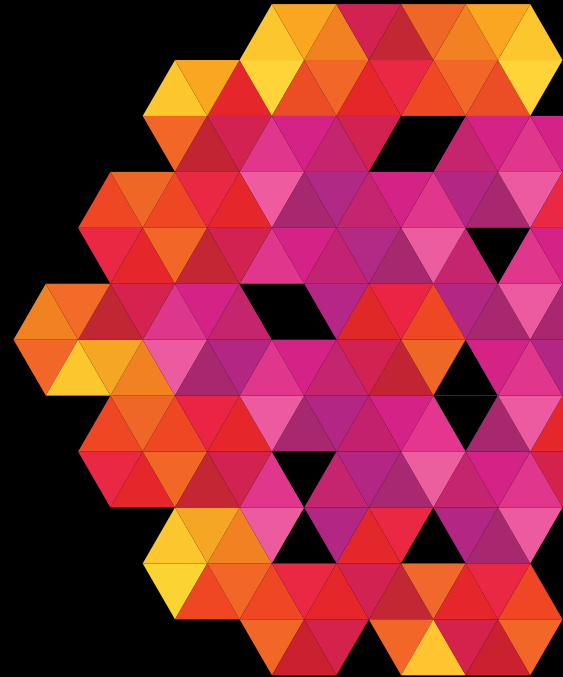




# Client References

**IBM Storwize V7000**  
**IBM XIV Storage System**  
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## **IBM FlashSystem**

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*Education*

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*Media & Entertainment*

**Ultimate Fighting Championship** .....



Standardising on high performing, virtualised storage, supporting SAP and Exchange, while primed for easy growth at lower costs

# COMPUTER SERVICES

## TCCT

Thailand

TCC Group, one of Thailand's largest conglomerates, is active across a variety of business sectors including beverages, property, industrial trading, consumer products, insurance & leasing, and agricultural. Its subsidiary T.C.C. Technology Co., Ltd. (TCCT) was established in 2001. TCCT is Thailand's leading provider of commercial managed hosting and data centre services. The company provides IT services to its parent group as well as to external companies.

### The need

TCCT needed to meet rising demands for availability, performance, scalability and recoverability across three classes of data storage: files, enterprise messaging and mission-critical applications

### Solution

Two IBM XIV Storage Systems, with XIV Remote Mirroring across two data centres, providing a single pool of fast, low-cost storage to support virtualised SAP ERP and Microsoft Exchange landscapes

### Benefits

The XIV systems delivered a 20-percent performance improvement over the previous solution, with less complexity and lower costs. Built-in mirroring enables rapid disaster recovery at no extra cost.

# TCC

TECHNOLOGY

*"Running three different landscapes caused us a lot of headaches, so we were searching for the right technology that could combine all three into one and still provide an exceptional price. There was only one solution that stood out: the IBM XIV Storage System."*

Kosit Suksingha  
Managing Director, TCCT

### Solution components

- IBM XIV® Storage System
- IBM Power®570
- IBM System x® 3950 M2
- IBM PowerVM™

### Other materials

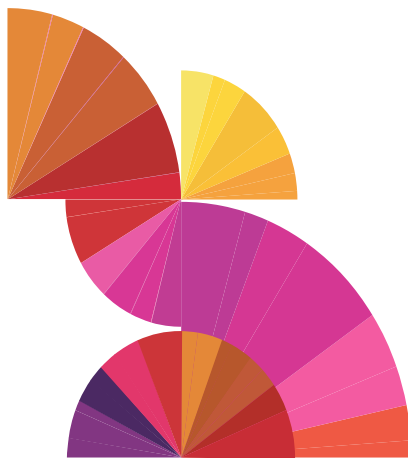
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*Increasing tier-one storage performance threefold at tier-two costs in a seamlessly VMware-virtualised environment*

# CONSUMER PRODUCTS

## Coca-Cola Bottling Co. Consolidated

*United States*

Coca-Cola Bottling Co. Consolidated (CCBCC) is the largest independent Coca-Cola bottler in the United States. The company is a leader in manufacturing, selling, and distributing soft drinks. With corporate offices in Charlotte, North Carolina, the company does business in eleven states, primarily in the southeast. CCBCC's product offerings include carbonated soft drinks, bottled water, teas, juices, isotonics, and energy drinks.

### The need

Virtualising 500 Windows servers tripled CCBCC's storage requirements. Expanding its tier-one storage systems would have been too costly, but its tier-two systems could not provide enough performance.

### Solution

Deployed an IBM XIV® Storage System for VMware servers, with an IBM System Storage® N6040 NAS Gateway for file serving; moved SAP systems to a second XIV, soon to be asynchronously mirrored to a third.

### Benefits

A single enterprise-proven platform for all storage, seamlessly integrated with VMware, giving a 200 to 300 percent performance boost over existing tier-two storage, at one-third of the tier-one price.



*"The primary benefit of the IBM XIV solution is its ability to deliver tier-one performance at a tier-two price. Compared to our old tier-two storage, we are seeing a 200 to 300 percent increase in I/O performance for a similar price per TB."*

Tom DeJuneas  
*IT Manager at CCBCC*

### Solution components

- IBM XIV® Storage System
- IBM System Storage® N6040 Gateway

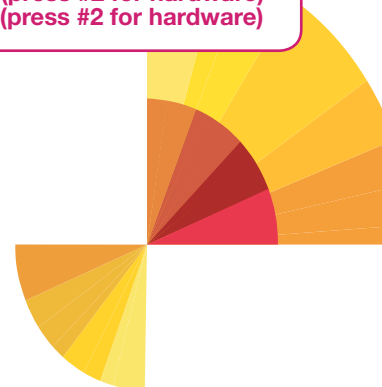
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*Cutting backup times by 99% and provisioning from days to hours with powerful, flexible cloud storage for SAP*

# EDUCATION

## University of Wisconsin Milwaukee

*United States*



University of Wisconsin-Milwaukee (UWM) is one of two public doctoral research institutions in the state, offering almost 31,000 students a comprehensive liberal arts and professional education through 180 majors and degree programs. The university's main 104-acre campus includes the recently acquired Columbia Hospital property, the 18.8-acre Downer Woods preserve and a 2.6-acre recreational area. Approximately 50 buildings support academic, administrative, athletic and student life operations at UWM.

### The need

To manage its fast-growing user base, the Centre for Technology Innovation (CTI) at UWM needed a more powerful and flexible infrastructure for providing SAP. The University also wanted to deliver SAP services faster and reduce costs.

### Solution

Working with IBM®, CTI built a private cloud-ready computing solution based on IBM Power Systems™ and IBM BladeCenter® servers, with IBM DB2® and Tivoli Storage Manager and an IBM XIV® Storage System.

### Benefits

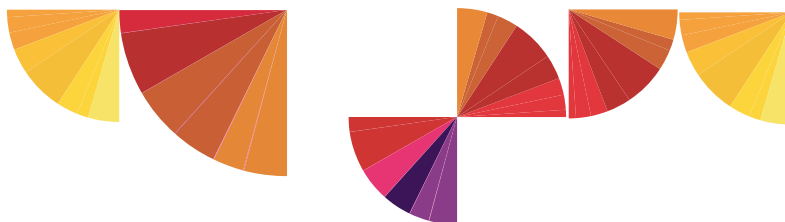
In addition to significantly improving SAP response times, the IBM cloud platform has cut backup time by more than 99 percent and client set-up time by 90 percent, and improved quality through reduced infrastructure complexity. SAP landscape provisioning that used to take five days now takes 12 hours.

*"We are starting along the road to full cloud computing... The highly virtualised and automated IBM infrastructure will give us the flexibility to enable this and deliver services faster with minimal administrative overhead."*

Professor Dave Haseman,  
*Director of the CTI, UWM*

### Solution components

- IBM Power® 750
- IBM BladeCenter® HS22
- IBM XIV® Storage System
- IBM AIX®, IBM DB2®
- IBM PowerVM™
- IBM Tivoli® Storage Manager
- IBM STG Lab Services and Training



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*Dramatically reduced recovery time while providing three times more data*

# ENERGY & UTILITIES

## Western Power Distribution

*United Kingdom*

Western Power Distribution (WPD) delivers electricity to 2.6 million customers over a service area of more than 26,000 sq km. Its role is to ensure the power network of poles and pylons, cables, wires and substations provides electricity to homes and businesses in South Wales and Southwest England around the clock.

### The need

Western Power Distribution (WPD)'s existing server and storage landscape was due for a refresh, providing an opportunity to rationalise and simplify the entire infrastructure. The top priority was to ensure that in case of disaster at the company's main data centre, core systems could be restored within a single working day.

### Solution

Celerity, an IBM Premier Business Partner, helped WPD consolidate 15 servers onto just five new IBM® Power® 750 machines and migrate 15 TB of data from existing disk arrays onto a pair of IBM XIV® storage systems. The two XIVs are mirrored between the company's two data centres, enabling rapid failover in case of disaster.

### Benefits

Reduced disaster recovery time from two days to a matter of a few hours. Consolidated the AIX server estate by 66 %, cutting management workload and saving on power, cooling and per-processor licensing. Supported WPD's acquisition strategy by scaling to support more than twice as many users and three times as much customer data as originally planned. Enabled zero-downtime maintenance by moving active workloads seamlessly between servers.



*Serving the South West and Wales*

*"Even though we're moving from 15 servers to just five, the new POWER7 processors are so much faster than the previous generations that we have plenty of headroom to spare."*

Paul Fordy

*Technical Architect for the AIX environment, Western Power Distribution*

### Solution components

- IBM® AIX®
- IBM Tivoli® Storage Manager
- IBM Power® 750
- IBM XIV® Storage System

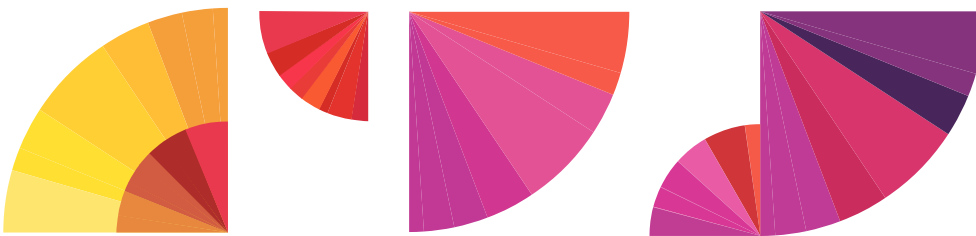
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# FINANCIAL MARKETS

## ACH Colombia

Colombia



ACH Colombia (ACH) was created in 1997 by private financial institutions to facilitate the interchange of financial transactions and information in Colombia. ACH's services include secure online payments, social security payments, direct credits and debits, and real-time transfers. Over the past year, the institution has also been accepted by SWIFT as a services provider member of the Chile Service Bureau. As one of the largest transactional services provider in Colombia, ACH holds a crucial position in the Colombian financial system.

### The need

With its existing storage infrastructure running out of capacity as the volume of transactional data grew, ACH needed a scalable, enterprise-class solution offering high availability, performance and resilience.

### Solution

ACH deployed the IBM XIV® Storage System for its enterprise storage needs, used with the Symantec Veritas Storage Foundation for an optimised twin data centre disaster recovery plan.

### Benefits

Reduced cost per transaction by up to 20 percent and TCO by up to 50 percent; improved response times by up to 25 percent; cut risk of storage-related security incidents by up to 70 percent; improved Recovery Time Objective by 97.5 percent.

*"The XIV and Symantec solutions have given us the availability to perform an additional 38 million transactions this year alone. I'm confident that the XIV solution will remain with us for a long time to come and will scale effortlessly to meet our future needs."*

Luis Alberto Fernandez Pulido  
Vice-president of Operations and Technology, ACH Colombia

### Solution components

- Microsoft Windows Server
- IBM XIV® Storage System
- Symantec Veritas Storage Foundation
- Symantec Veritas Cluster Server

### Other materials

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Controlling rapid data growth and reducing complexity through storage virtualisation

# FINANCIAL MARKETS

## Bourse de Luxembourg

Luxembourg

Founded in 1927, Bourse de Luxembourg (Luxembourg Stock Exchange) is a major listing centre for international securities. Today a far cry from trading room floors of the past, Bourse de Luxembourg was one of the first exchanges to go electronic and serves its entire client base over the Internet. Well over half of its 140 employees hold IT positions.

### The need

Create a storage environment that scales powerfully upon rapid data growth while reducing complexity through virtualisation.

### Solution

Two full IBM XIV units at its main and backup data centres, with synchronous mirroring for disaster protection.

### Benefits

Perfect fit with a virtualised server environment. Consistent high performance and massive parallelism deliver top-notch responsiveness. Easy and non-disruptive scaling ideal in handling rapidly growing information storage needs.



Bourse de  
Luxembourg

*"The IBM XIV system offered a virtualised storage infrastructure with extremely consistent high performance, including during peak demand periods... a perfect fit with our VMware virtualised server landscape. It is exactly what our business needed."*

Bernard Simon  
Head of IT, Luxembourg Stock Exchange

### Solution components

- IBM XIV® Storage System

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Reducing capacity requirements for challenging research programs with vast amounts of genomic data

# HEALTHCARE

## Coriell Institute for Medical Research

United States

Coriell Institute for Medical Research, founded in 1953 and based in Camden, New Jersey, is an independent nonprofit research organisation dedicated to the study of the human genome. As a leader in the emerging field of personalised medicine — which draws upon a person’s genomic information to tailor treatments and prescription drug dosing to optimise health outcomes — the Coriell Personalised Medicine Collaborative® (CPMC®) research study is seeking to understand the usefulness of genetic risk and pharmacogenomics in clinical decision-making and healthcare management.

### The need

A major research program at the Coriell Institute for Medical Research generates vast amounts of genomic data; controlling storage costs while planning for growth in data volumes were major challenges.

### Solution

Implemented IBM® XIV® Storage System, using built-in thin provisioning to free up 30 TB of space. The solution provides scalable, high-performance, easy-to-manage storage for genomic data.

### Benefits

Thin provisioning reduced capacity requirements from 50 TB to 20 TB, a 60 percent saving. Scalability at known costs enables Coriell to plan cost-effective future expansion of its genome project.



*"With thin provisioning on the XIV system, we were immediately able to reduce our nominal storage requirements from 50 TB to 20 TB — a 60 percent saving."*

Scott Megill  
Chief Information Officer, Coriell

### Solution components

- Optimising IT
- Storage Consolidation
- IBM XIV® Storage System

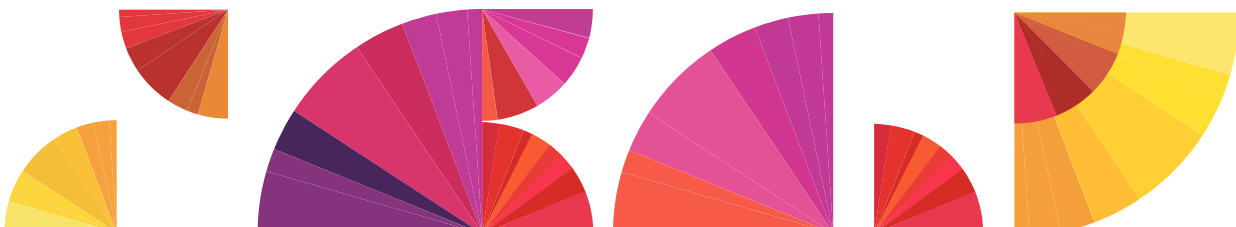
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*Doubling capacity and improving reliability and agility while dramatically reducing complexity and keeping budget flat*

# HEALTHCARE

## University of Pittsburgh Medical Center

United States

University of Pittsburgh Medical Center (UPMC) is one of the leading non-profit health systems in the United States. Headquartered in Pittsburgh, Pennsylvania, this USD\$8 billion global health enterprise currently employs almost 50,000 employees.

### The need

The University of Pittsburgh Medical Center (UPMC) wanted to lower the cost and complexity of its IT infrastructure to enable the continued investment in next-generation clinical systems, resulting in improved patient healthcare delivery.

### Solution

UPMC engaged in a phased, IT transformation with IBM, leveraging consolidation, standardisation and virtualisation technologies to implement a dynamic, virtualised infrastructure.

### Benefits

UPMC achieved significant IT cost savings and eliminated the need to create a new USD\$80M data centre, enabling the organisation to invest in life-saving healthcare innovations. During the last five years, UPMC has doubled data centre capacity with a flat budget. UPMC reduced Unix servers from 162 to 14 and reduced Wintel servers from 1200 to 16, which reduced power and space requirements.



# UPMC

*"The virtualised infrastructure flexes to meet processing peaks; the staff can respond to the demands of UPMC faster. We are more productive, more agile, and more reliable, at a lower cost point. I can not imagine servicing the needs of UPMC without this kind of technology and infrastructure."*

Paul Sikora  
UPMC VP of IT Transformation

### Solution components

- IBM® Power® 595 running Dynamic LPARs
- IBM System Storage® TS7650G ProtecTIER®
- IBM XIV® Storage System
- IBM AIX® 6.1, IBM DB2®
- IBM Tivoli® Storage Manager

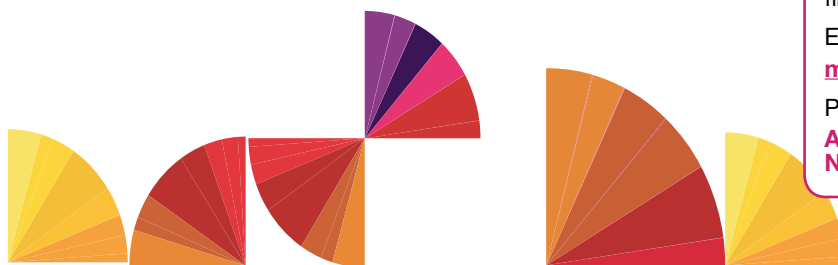
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# INSURANCE

## HCL IBS

India



HCL is the fourth-largest Indian business processing outsourcing (BPO) company. With a 34-year history, 64,000 employees and operations in 27 countries, HCL is a trusted BPO partner for dozens of major global businesses. Its Insurance Business Services (HCL IBS) division in Croydon, UK, has more than 21 years of industry experience and boasts several of the world's best-known insurance companies as its clients.

### The need

HCL IBS wanted to significantly increase the capacity and performance of the platform running its core life insurance management. The application was running on end-of-life , and remaining with the existing vendor would have required HCL IBS to move to a completely new architecture.

### Solution

HCL IBS identified the IBM POWER7® processor as the best platform for its growing business, and worked with IBM Premier Business Partner Northdoor to deploy two IBM Power® 770 servers. Each server has eight active POWER7 processors and a further eight available on demand. For storage, the company selected an IBM XIV® Storage System with 54 TB capacity, and plans to add a second in a remote data centre as part of its plan to ensure performance and availability of data.

### Benefits

HCL IBS was able to consolidate from 12 racks of equipment down to two, as well as making savings in electrical energy.. Activating spare POWER7 processors will eliminate the impact of month-end processing on live production systems.

*"Northdoor had experience of delivering similar solutions based on IBM Power Systems and the IBM XIV Storage System within the insurance industry, which gave us further confidence."*

Simon Barber  
Lead Unix Administrator, HCL IBS

### Solution components

- IBM Power®770
- IBM XIV®Storage System
- IBM AIX®, IBM Power HA®
- IBM Informix® Dynamic Server

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Enabling growth plans with a complete virtualised solution from server to storage

# INSURANCE

## Cooperativa de Seguros de Vida de Puerto Rico

Puerto Rico

Headquartered in San Juan, Puerto Rico, Cooperativa de Seguros de Vida de Puerto Rico (COSVI) is one of the leading insurance companies in Puerto Rico. Its workforce of more than 330 employees sells and administers a broad range of life, accident, health and retirement insurance products. As a cooperative, COSVI aims to make services available to the widest possible group of customers.

### The need

The existing storage environment at COSVI was no longer serving the business adequately and could not scale to meet future ambitions. Storage administration was complex and resource-intensive, and it was not possible to provision new storage as rapidly as business users wanted it.

### Solution

COSVI implemented the IBM XIV Storage System device, deploying a partial rack with 27 TB of usable capacity. The new XIV Storage System device is connected to a cluster of IBM System x servers running virtualised Microsoft Windows Server environments on VMware technology.

### Benefits

By implementing an IBM XIV Storage System device, COSVI gained the ability to accommodate growth plans while improving storage performance and reducing energy costs. With the new XIV Storage System device, COSVI can take snapshots in just seconds and with zero impact on live systems. Database server performance increased by 30 percent to 40 percent, and users have reported a noticeable improvement in application response times.



*"I think the IBM XIV Storage System solution is a critical component in our infrastructure, and obviously it is part of the success of COSVI. The performance is outstanding, and the XIV Storage System device is also a great solution in terms of robustness and disaster recovery capabilities - a crucial benefit in our industry."*

Erick Valentín  
Vice President, IT, CAMC

### Solution components

- IBM XIV® Storage System
- SAP ERP Global Alliance Solution

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*An easy-to-use and cloud-ready solution -  
IBM XIV Storage System at the heart of a virtualised infrastructure*

# PROFESSIONAL SERVICES

## EllisDon

Canada



EllisDon is an employee-owned company, founded in London, Ontario in 1951 and has grown to become a major international firm completing more than US\$2 billion dollars in new construction projects annually, with approximately US\$5 billion in construction projects underway. With its executive offices in Mississauga, Ontario and regional offices across Canada and in the United States and UAE, EllisDon provides services in Construction Management, Project Management, Design Build, Public-Private Partnerships (P3) and General Contracting.

### The need

The IT infrastructure at EllisDon was costly, difficult to manage, and was failing to keep pace with rapid business growth, causing lost productivity due to performance bottlenecks and service degradation.

### Solution

Worked with IBM to deploy a private cloud solution comprising IBM System x® servers running VMware vSphere virtualisation technology, with virtualised data storage on IBM XIV® Storage System.

### Benefits

Worked with IBM to deploy a private cloud solution comprising IBM System x® servers running VMware vSphere virtualisation technology, with virtualised data storage on IBM XIV® Storage System.

*"We selected IBM XIV Storage System as the key enabler for the whole cloud concept. It allows us to get all the flexibility advantages of virtualisation without any performance issues: XIV and VMware fit perfectly together."*

Scott Regier  
Senior Infrastructure Analyst, EllisDon

### Solution components

- IBM System x®
- IBM XIV® Storage System
- IBM DB2®
- Lotus Notes®

### Other materials

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*A perfect solution for the data growth - with significant operational cost savings*

# PROFESSIONAL SERVICES

## VINCI PLC

*United Kingdom*



VINCI PLC, based in Watford, UK, is the British arm of VINCI, one of the world's leading construction groups operating in the sectors of building, civil engineering, air, facilities and technology. In the UK, VINCI employs around 9,000 people, generating in the region of £1.9 billion in annual sales.

### The need

Transaction and file data growth of around 25 percent annually could not be handled by existing storage systems, which were near capacity, complex and expensive to manage.

### Solution

VINCI migrated critical business data to an IBM® XIV® Storage System implemented at its main production site in Watford, with remote mirroring to a second XIV at a site 200 miles distant. The initial configuration of 80 TB on six modules has subsequently been upgraded to 108 TB on nine modules.

### Benefits

Daily data loading that formerly took up to 10 hours now takes less than five hours. Time spent on data management has been cut from one day to a few hours each month, a saving of around 75 percent. Storage provisioning is estimated to be more than 50 percent faster, and on some occasions more than 95 percent faster. IT staff time required for data backup and restore has been reduced by around 50 percent. Ultimately, VINCI is able to discover the value of its new corporate acquisitions more quickly and more reliably.

*"IBM XIV is so flexible, you can just plug in more modules when you need them, and it still fits in a single 42-U rack.*

*Ultimately, we are aiming to move all of our data onto XIV and retire our older storage, gaining significant operational cost savings."*

Ben Paddick

*Technical Design Architect, VINCI PLC*

### Solution components

- IBM System x®
- IBM XIV® Storage System
- IBM System Storage® DS4800
- IBM Tivoli® Storage Manager

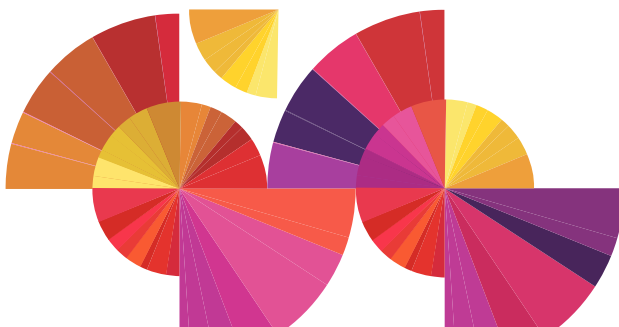
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Supporting revenue assurance and anti-fraud applications while reducing complexity and increasing energy efficiency

# TELECOMMUNICATIONS

## Telekom Slovenia

Slovenia



Headquartered in Ljubljana, Slovenia, Telekom Slovenia Group is a major regional telecommunications provider, made up of multiple subsidiaries and offering fixed-line, mobile, data and IPTV solutions to consumers and businesses across Slovenia, Croatia, Kosovo, Bosnia and Herzegovina, the Republic of Macedonia, and Gibraltar. The company has an extremely advanced digital network, and its customers are keen adopters of new technology - for example, 60 percent of the Slovenian population uses its Internet TV service. Telekom Slovenia Group employs over 4,800 people.

### The need

Telekom Slovenia Group needed a high-performance, high-capacity storage solution to support new revenue-assurance and anti-fraud applications. Easy management and energy efficiency were key criteria.

### Solution

Deployed two full IBM® XIV® Storage Systems, asynchronously mirrored over a 140-km distance, supporting Sun Solaris systems and more than 400 VMware virtual machines.

### Benefits

Ultra-high I/O supports demanding new systems; rapid thin-provisioning serves internal demands; easy management cuts costs; built-in asynchronous mirroring provides cost-effective business continuity.

*"We chose the IBM XIV Storage System as the best-of-breed solution that gave us exactly what we needed in terms of stability, reliability and performance."*

Dragoslav Radin  
Head of IT Infrastructure Services  
Telekom Slovenia Group

### Solution component

- IBM XIV® Storage System

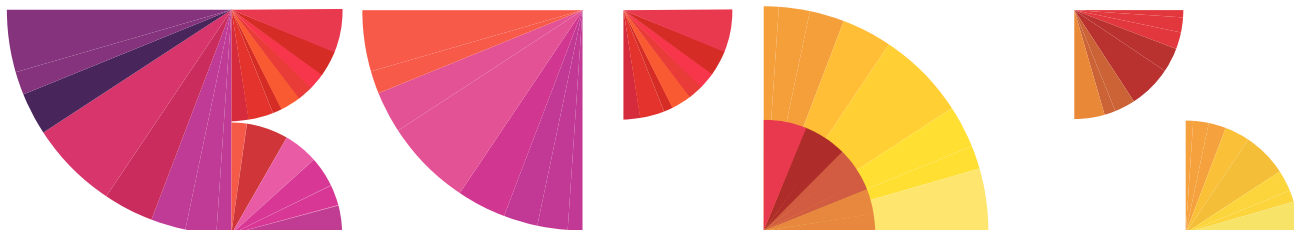
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*Incredibly easy and flexible solution for long-term growth and improved SAP storage performance*

# TRAVEL & TRANSPORTATIONS

## Apple Vacations

*United States*

Apple Vacations specialises in vacations to Cancun, Punta Cana, the Bahamas, Costa Rica, Panama, Hawaii, and other destinations in the Caribbean and Mexico. Founded in 1969 and an innovator from the start, it was one of the first holiday companies to bring all-inclusive vacations to the U.S. market, and one of the first to offer three- and four-night vacations to meet consumer demand for shorter, more frequent breaks.

### The need

Apple Vacations, reaching the capacity and performance limits of its existing storage infrastructure, was seeking simple and cost-effective ways to flexibly handle long-term growth.

### Solution

Deployed a virtualised multiworkload storage environment based on IBM XIV Storage System for all applications, including SAP ERP, running on IBM Power Systems™ and IBM System x servers.

### Benefits

Reduced administrative workload by 80 percent; reduced data management and storage costs by more than 80 percent; increased performance while cutting the footprint and energy costs in half.



---

*"The migration to XIV was incredibly easy. If a new volume was needed, we set it up on the XIV, pressed 'refresh', and it was immediately available to the system."*

John Venezia  
*Chief Information Officer  
Apple Vacations*

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### Solution components

- IBM XIV® Storage System
- IBM Power® 770
- IBM AIX®
- IBM DB2® 9.0
- IBM PowerVM™
- BM Tivoli® Storage Manager
- BM WebSphere®

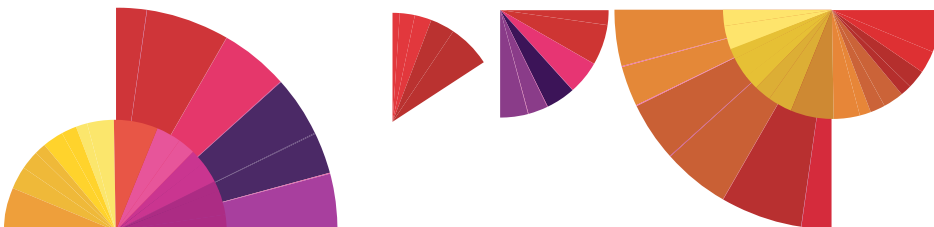
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Improving performance when storing and administrating both file and block data on a single system

# AUTOMOTIVE

## Scania

Australia

Scania, is a major Swedish automotive industry manufacturer of commercial vehicles - specifically heavy trucks and buses. It also manufactures diesel engines for motive power of heavy vehicles, marine, and general industrial applications.

### The need

Scania Australia's SAN attached storage was nearing capacity. Its servers were struggling to process key business applications running on the company's customised ERP system. To remain competitive and streamline business processes, Scania also needed to upgrade its ageing virtualised IT infrastructure.

### Solution

With assistance from IBM Business Partner® Blue Connections, Scania Australia overhauled its IT environment. The company installed three IBM® System x® x3650 servers and IBM Storwize® V7000 storage, enabling the customer to store and administer both file and block data on a single system with a single user interface featuring an easy to use GUI. The V7000 also features Easy Tier® which automates the movement of frequently accessed data from spinning disk to solid state drives for faster reads and improved application performance.

### Benefits

With its new virtualised hosting and storage environment, Scania Australia can process data far more quickly. This has improved the performance of its AutoMaster business applications for vehicle servicing, invoicing, warehousing, inventory and stock control. Importantly, the new storage environment has increased processing speeds thanks to IBM Easy Tier.



*“It wasn’t just the IBM brand and price that was an attractive deal but also the SAN updates and new features IBM has promised to release free of charge. The value-add following our purchase has been great”*

Con Tzirvelakis  
Technical and Systems Support Specialist,  
Scania Australia

### Solution components

- IBM System x® x3650
- IBM Storwize® V7000

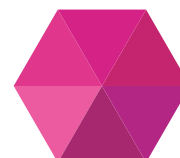
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# BANKING

## Sicoob Credicitrus

Brazil

Headquartered in Sao Paulo state, Cooperativa de Crédito Credicitrus - Sicoob Credicitrus is the largest credit cooperative in Brazil. Providing a wealth of financial services and advice, it serves over 44,000 cooperative members through a network of more than 45 branches also known as PACs (Cooperative Service Points). A fundamental tenet of the organisation is to provide customers with a sustainable, first-rate service. This principle is a significant factor contributing to the recent, rapid organic growth of the company.

### The need

Sicoob Credicitrus needed to modernise its information management system in order to cope with increasing data volumes and continue providing an excellent quality of service to its expanding customer-base.

### Solution

IBM partnered with Sicoob Credicitrus to implement an IBM® Storwize® V7000 virtualised data storage solution, making use of thin provisioning to maximise efficiency savings and reduce future IT expenditure.

### Benefits

Improved utilisation by 30 percent; centralised and simplified management of storage; enabled reuse of existing storage.



*“Storage virtualisation has provided us with better speed, enhanced performance, and virtually unlimited capacity. An intuitive, centralised information management system has enabled Credicitrus to expand, and easily manage an ever-increasing volume of customer data”*

Geisel Gomes  
Technical Support Analyst,  
Sicoob Credicitrus

### Solution components

- IBM Storwize® V7000
- IBM Tivoli® Storage Manager
- VMware
- Microsoft SQL Server 2008

### Other materials



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Reducing administrative workload by 75 percent

# COMPUTER SERVICES

## CDC Tech Group

Sweden

Based in Stockholm, CDC Tech Group forms part of CDC Software, an international provider of enterprise software for both on-premise and cloud deployments. CDC Tech Group employs 20 people and provides a private cloud infrastructure to its European customers, who pay a fixed monthly fee for the required server and storage capacity and service level agreements (SLA). The group frequently works with large blue-chip companies, hosting mission-critical ERP systems in addition to back-office systems.

### The need

CDC Tech Group was using a variety of solutions to manage backup processes for its clients. The Group's heterogeneous storage environment required a lot of administrative input from staff, who were hard-pressed to keep track of customer backup requirements across a number of software solutions. The Group required a single, enterprise-level storage solution, capable of backing up all client data.

### Solution

With the assistance of IBM Business Partner Load System, CDC Tech Group decided to implement a backup system based on IBM Tivoli Storage Manager, supported by IBM storage.

### Benefits

Streamlined the storage environment, providing a unified backup solution for all client systems. Reduced backup administrative workload by 75 percent. Enabled the configuration of different backup policies for different clients, helping to meet diverse regulatory requirements.



**CDC** Software

*“Large enterprises and governmental organisations choose their hosting suppliers very carefully, and IBM Tivoli Storage Manager’s strong reputation will make it a big selling point for us. By using IBM Tivoli Storage Manager, we instil confidence in potential clients that we will be able to meet their storage and backup requirements.”*

Ulf Sandström  
Director of Operations, Nordic  
CDC Tech Group

### Solution components

- IBM Storwize® V7000
- IBM System Storage® TS1120
- IBM Tivoli® Storage Manager

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Accelerating Time to market on Cloud service and reducing workload

# COMPUTER SERVICES

## Dutch Cloud BV

Netherlands

Dutch Cloud BV is a leading IT infrastructure service provider in the Netherlands. The company's services portfolio includes Infrastructure as a Service (IaaS), Storage as a Service (SaaS) and data protection services. Mainly providing these services to the business market, Dutch Cloud runs its Private Enterprise Cloud on IBM and Cisco technologies.

### The need

Margins are tight in the highly competitive infrastructure as a service (IaaS) sector, so the pressure is always on to drive costs down and service levels up.

### Solution

By implementing IBM SmartCloud Provisioning software, Dutch Cloud simplified and standardised its cloud infrastructure and improved efficiencies through dynamic provisioning and self-service capabilities.

### Benefits

Supported sixfold increase in revenue while operational costs remained flat; reduced time to provision 200 virtual machines by over 90 percent; decreased administrative workload by 70 percent.



*"Our monthly recurring revenue has tripled twice in the last year but our operational costs have remained flat."*

Martijn Van Zoeren  
CEO, Dutch Cloud BV

### Solution components

- IBM Power® 740
- IBM System x® 3650
- IBM Storwize® V7000
- IBM SmartCloud™ Provisioning
- IBM Easy Tier®
- Red Hat Enterprise Linux (including KVM hypervisor)
- Microsoft Windows

### Other materials



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# CONSUMER PRODUCTS

## Junghans Gruppe

Germany

Junghans Gruppe owns two mail-order businesses, namely Junghans Wollversand GmbH & Co. KG and Pro-Idee GmbH & Co. KG. Junghans Gruppe employs approximately 650 people and has an annual turnover of around €140 million. The company is headquartered in Aachen, Germany, with operations in the UK, France, the Netherlands, Switzerland and Austria.

### The need

It was becoming increasingly difficult for mail-order retailer Junghans Gruppe to collect, consolidate and understand group-wide production, sales and financial data. In particular, working with accurate data was essential for its central call centre agents, dealing with customer sales and order enquiries.

### Solution

Working with IBM, Junghans Gruppe chose to centralise on SAP ERP applications for all its local operations, working from shared data. To make this possible, the company worked with IBM Business Partner basycs GmbH to implement an IBM® Storwize® V7000 system for all its SAP data.

### Benefits

Elevated storage performance levels, increasing Input/Output capacity by a factor of three, and cutting user response times in half. Customer orders and enquiries are dealt with 30 percent faster, resulting in improved service levels. Save space and lowered energy requirements by 48 percent, contributing to cost savings of approximately 2,000 Euros per year and 12,000 Euros over the lifetime of the equipment. Reduced the time and effort spent on storage administration by 8 hours per month and thus enabled IT staff to focus on other core business tasks.



**Junghans-Wolle**

*"We are very satisfied with every aspect of the IBM Storwize V7000 system. It has a compelling modern architecture and, above all, a simple management interface. The system delivers brilliant performance for our business processes and the investment has been completely worthwhile."*

Dr. Kai Hübener  
Organisational and Data Processing  
Director, Junghans Gruppe

### Solution components

- IBM System Storage® Storwize® V7000
- SAP for Retail
- SAP ERP

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Supporting 24/7 availability through storage virtualisation

# EDUCATION

## University of Pittsburgh

United States

The University of Pittsburgh is one of the oldest educational institutions in the United States and has evolved into an internationally recognised centre of learning and research. With five campuses located in western Pennsylvania, the university serves over 32,000 graduate and undergraduate students and 14,000 faculty and staff members. The mission of the university is to provide high-quality undergraduate, graduate and continuing education programs that advance the artistic, scientific and professional prospects of Pennsylvania's citizens.

### The need

Continuously growing data volumes were putting pressure on the University of Pittsburgh's storage infrastructure. Managing and provisioning storage was complex and time-consuming.

### Solution

Deployed a fully virtualised two tier storage infrastructure, including two IBM® System Storage® DS8800 arrays and an IBM Storwize® V7000 system, managed using IBM SAN Volume Controller.

### Benefits

IT teams can provision new storage rapidly and painlessly, drastically reducing administrative workload and increasing user satisfaction; storage virtualisation boosts flexibility.



*"The IBM System Storage technology has given us the ability to meet end users' storage needs easily and efficiently, supporting 24x7 availability."*

Lou Passarello

*Assistant Director at the Network*

*Operations Centre, University of Pittsburgh*

### Solution components

- IBM Storwize® V7000
- IBM System Storage® DS8800
- System Storage® SAN Volume Controller Software

### Other materials

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*Four times more storage capacity, half backup time and more flexibility*

# MEDIA & ENTERTAINMENT

## Canucks Sports & Entertainment

Canada

Canucks Sports & Entertainment is a multifaceted enterprise in Vancouver, British Columbia. It owns and operates the Vancouver Canucks of the National Hockey League (NHL), as well as the team's home arena, Rogers Arena. The company also uses the arena to hold concerts and other shows throughout the calendar year, and it manages retail, broadcast, web, print and facilities operations.

### The need

Canucks Sports & Entertainment needed to expand their storage capacity to support a steady increase in media content while allowing plenty of room for future growth.

### Solution

The Canucks organisation deployed the IBM Storwize® V7000 storage system with integrated IBM System Storage® Easy Tier® technology.

### Benefits

The IBM Storwize V7000 solution enabled the Canucks organisation to implement scalable, cost-effective storage that quadrupled their storage capacity and reduced their backup time by 50 percent.



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*"The IBM Storwize V7000 gives us more flexibility and enables us to have more storage space."*

Chip Suttles  
*Director of technology  
Canucks Sports & Entertainment*

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### Solution components

- IBM Storwize® V7000
- IBM System Storage®
- Easy Tier®
- IBM Tivoli® Storage FlashCopy® Manager

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30% performance gain and high availability infrastructure with IBM V7000 Storage platform

# MEDIA & ENTERTAINMENT

## FORTUNA sázková kancelář

Czech Republic

FORTUNA sázková kancelář a.s. (Fortuna) is a sports-oriented gambling company headquartered in Prague. The company offers a wide range of prematch betting services for customers, including lottery cards, online betting, telephone betting and a live betting service. Founded in 1990, Fortuna is a subsidiary of Fortuna Entertainment Group N.V., a gambling company with a network in the Czech Republic, Slovakia, Poland and Hungary.

### The need

To support its new live betting service, FORTUNA sázková kancelář a.s. (Fortuna) needed to reconfigure its IT infrastructure. Primarily, the company wanted to divide its current database software into two separate repositories. While one repository would continue to support regular prematch betting, the second would support live side bets during the matches. The company needed a more flexible, high-performance storage solution to support its planned database configuration.

### Solution

The solution provides deep storage capacity for the two repositories of the client's betting database. Further, the EasyTier feature of the System Storage Storwize V7000 device automatically moves the most exposed indexes and data to its solid-state drive (SSD), which will help optimise the performance of the client's betting applications.

### Benefits

Fortuna gained a high-performance storage solution that helped it successfully roll out its new live betting service. The client reports that the IBM solution helped accelerate betting transaction times by 30 percent. The client is confident in the overall availability and resiliency of its data and anticipates increased revenue in the future.



*“The IBM Storwize V7000 gives us more flexibility and enables us to have more storage space.”*

Chip Suttles  
Director of technology  
Canucks Sports & Entertainment

### Solution components

- IBM Storwize® V7000
- IBM® SyncMirror
- IBM Tivoli® Storage Manager
- IBM Industry Solutions Media & Entertainment

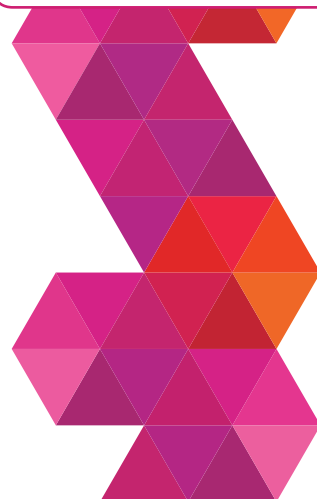
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*Achieving efficiency through an all purpose storage platform that delivers performance reliability and security at the right price point*

# PROFESSIONAL SERVICES

## Morneau Shepell

Canada

Founded in 1962, Morneau Shepell Inc. provides human resources solutions and services that help to improve a customer's financial security, health and productivity regarding its employees. Located in Toronto, Canada, the company serves more than 6,000 organisations in Canada and the United States and employs approximately 2,300 people.

### The need

Faced with data growth of about 30 terabytes annually, the company needed a solution that could add more capacity and offer enterprise-class capabilities.

### Solution

Working with IBM, Morneau Shepell integrated two IBM® Storwize® V7000 units into the existing heterogeneous storage infrastructure. This cost-effective solution allowed the company to expand capacity dramatically and gave storage administrators the flexibility to virtualise the storage area network.

### Benefits

The IBM solution improves storage performance, availability and reliability, reduces storage costs over the previous solution, and provides advanced features to increase storage efficiencies.



*"Data is critical in our business," says Lin. "We need to keep it available and we need to keep it secure. From a performance, reliability and price-point perspective, Storwize was the right choice for us."*

Michael Lin  
*Vice president of information technology,  
Morneau Shepell*

### Solution component

- IBM® Storwize® V7000

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# EDUCATION

## Pennsylvania State University

United States



Founded in 1855, Pennsylvania State University is a leading public research university in the US. Its Research Computing and Cyberinfrastructure (RCC) group provides systems and services used in computational and data-driven research and teaching by more than 5,000 students and staff.

### The need

RCC needed to speed up its nightly backup process. It had allocated two hundred 15K RPM hard disk drives (HDDs) to handle the metadata processing during the nightly backup of user data. Despite allocating a massive number of disks and over-provisioning each drive, nightly incremental backup took up to six hours and degraded other system operations.

### Solution

To effectively handle input/output operations per second (IOPS) load and replace the over-provisioned HDDs, RCC chose a solid state drive (SSD) storage solution based on IBM FlashSystem™ 810. Two 1U Flash arrays replaced 200 power-hungry 15K hard disks.

### Benefits

Instant six-fold performance increase in nightly backup; reduced power consumption by 90 percent; high speed and reliability at an affordable price; requires less power to operate, produces less heat and consumes less rack space.

*"We literally just turned it on and that's all the performance tuning we did. It just worked out of the box."*

Michael Fenn  
*Systems Administrator, Pennsylvania State University*

### Solution component

- IBM FlashSystem™ 810 storage system

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*Achieving efficiency through an all purpose storage platform that delivers performance reliability and security at the right price point*

## MEDIA & ENTERTAINMENT

### Ultimate Fighting Championship

United States

Ultimate Fighting Championship (UFC) is the fastest growing sports organisation in the world and one of the industry's largest producers of video content. Its live pay-per-view shows are available to 345 million homes worldwide. In 2012, UFC produced 350 hours of original content.

#### The need

UFC's video production facility must quickly deliver massive amounts of video in hundreds of derivative formats for different platforms. The facility, which is home to 1 Petabyte of hard disk capacity and a 2.5 Petabyte LTO-5 robotic tape library, comfortably handles the huge transcoding load. However, its back-end SAN storage was incapable of handling the required input/output operations per second (IOPS) load.

#### Solution

UFC installed an IBM FlashSystem™ 710 storage system. The 1U system with 5TB of SLC Flash storage delivers 400,000 IOPS read and write performance. To get an equivalent performance would require more than 2,200 15K disk drives with all of the associated power, cooling and floor space costs.

The nondisruptive solution offloaded the heavy lifting from the disk arrays and dropped right into the existing 8Gb Fibre Channel SAN infrastructure with no change required to the workflow.

#### Benefits

Time for transcoding jobs dropped by up to 70 percent; reduced load on disk storage by 40 percent, freeing capacity for other operations.



*"The FlashSystem has just completely eliminated [bottlenecks]. Everything's flowing smoothly."*

Mike Saindon  
Production Engineer, UFC

#### Solution component

- IBM FlashSystem™ 710 storage system

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