HITACHI
Inspire the Next

Hitachi Storage Solutions at Work

ec Telecom

INDUSTRY	Telecommunications
SOLUTIONS	Storage Management

Hardware—Hitachi Adaptable Modular Storage model AMS500
Software—Hitachi Dynamic Link Manager software
Services—Provided by Hitachi Data Systems Global Solution Services

"The Storage Management solution, which runs on the backbone of Hitachi Adaptable Modular Storage, delivers the significantly improved system performance, reliability, and scalability that we need to keep our business at the forefront in today's highly competitive market environment."

Mr. Edmund K.K. Chan
Assistant General Manager
ec Telecom

ec Telecom
IDD 1507
ec 電訊有限公司 ec Telecom Limited

Hitachi Data Systems

ec Telecom Sees Significant Efficiency Boost in Customer Service through Hitachi Storage Management Solution

Operating in a fast-changing market, ec Telecom found its systems failing to keep pace with the company's growth, especially when increasing user demands slowed performance to intolerable levels. The company selected a storage management solution that builds upon Hitachi Adaptable Modular Storage and Hitachi Dynamic Link Manager software. ec Telecom's customer service center has seen a 50 percent increase in response time and significant improvement in system stability.

The International Direct Dialling (IDD) services market in Hong Kong has become increasingly competitive because of recent changes in regulations and technology. ec Telecom, a Hong Kong–based IDD services provider, entered the market in 2003 to offer customers inexpensive international long-distance services. The number of ec Telecom's subscribers has undergone substantial growth since its establishment. In just three years, the company has become one of the top five players in the residential IDD market.

ec Telecom considers quality of services critical to creating and retaining business in the competitive IDD services market. The company established a customer service center to handle customer enquiries and payments. However, the billing and database systems running at the back end were unable to cope with the mounting size of customer information. Constant system delays not only hindered the customer service center from delivering responsive services, but also incurred extra maintenance costs.

Selecting the Right Solution

Considering the pressing need to maintain a high level of customer services, ec Telecom decided to introduce a high-performance and reliable storage system. "Customer service is our bread and butter. The bottom line here is to increase our customer service center's efficiency and shorten the time customers have to wait for service delivery. With that in mind, searching for a new system that runs 50 percent faster than the existing infrastructure was at the top of our IT agenda," said Mr. Edmund Chan, assistant general manager of ec Telecom.

After searching for a new storage solution, ec Telecom short-listed two brands and finally chose the Hitachi Data Systems solution because of its proven performance and reliability.

The Hitachi Data Systems Global Solution Services team helped ec Telecom deploy a new storage management solution, including one Hitachi Adaptable Modular Storage model AMS500 and Hitachi Dynamic Link Manager software.

Optimizing Data Performance

The combination of the Adaptable Modular Storage and Dynamic Link Manager software addresses the challenges ec Telecom faced in delivering high-quality customer services. The software can centralize all storage input/output requests and split the workload across available server systems with its load-balancing functionality. It helps to substantially reduce data latency and data-flow bottlenecks, especially during peak service hours. The solution can also streamline workloads to alleviate database performance slowdowns while taking backup snapshots of the database.

In addition, Dynamic Link Manager software delivers failover and failback capability to improve data availability and system performance. With this unique feature, whenever there is an error in the primary input/output path of ec Telecom's billing system, Dynamic Link Manager automatically routes data to other available paths, ensuring quick accessibility of customer information.

The Adaptable Modular Storage provides a highly reliable backbone for ec Telecom's customer service center. The open system

service efficiency. Now, the time required for administration procedures, such as invoice printing, is halved. That means more requests can be processed in less time.

In addition, the new system is much more reliable and stable than the previous one. There are fewer errors and interruptions with the billing system at the back end, requiring less system maintenance and fewer upgrades. ec Telecom saves a considerable amount on IT, allowing it more resources for refining its core IDD services.

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Mr. Edmund K.K. Chan
Assistant General Manager
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architecture makes the Hitachi storage solution more compatible with the company's self-developed applications than the previous infrastructure, significantly improving performance of time-dependant processes and decreasing delays.

Delivering Business Benefits

Since the introduction of the new storage solution, ec Telecom has seen system response time increase by 50 percent, significantly boosting its customer service center's overall

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◎ **Hitachi Data Systems Corporation**

Corporate Headquarters 750 Central Expressway, Santa Clara, California 95050-2627 USA
Contact Information: 1 408 970 1000   www.hds.com / info@hds.com

Asia Pacific and Americas 750 Central Expressway, Santa Clara, California 95050-2627 USA
Contact Information: 1 408 970 1000   www.hds.com / info@hds.com

Europe Headquarters Sefton Park, Stoke Poges, Buckinghamshire SL2 4HD United Kingdom
Contact Information: + 44 (0) 1753 618000   www.hds.com / info.uk@hds.com