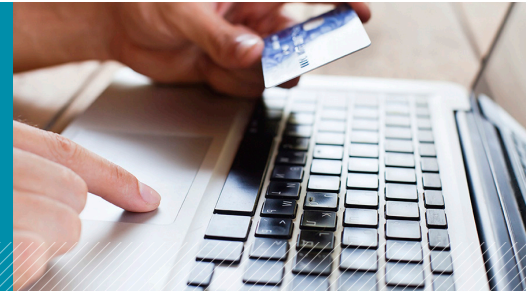


In the online financial services market, customers demand 24/7 access and fast response times. Gome trusted Hitachi flash, storage and data protection solutions to ensure that its new financial services platform could meet these demands.



**SUCCESS BRIEF**

## Internet Finance Provider Meets Customer Demand for New Services With Hitachi Solutions

### Challenge: Meet Customer Demand for Internet Finance

Gome Electrical Appliances Holding Limited (Gome) manages the IT infrastructure and the private “Gome Cloud” for the Gome group. The company also manages the platform for the new Internet Finance Service, which offers online lending, peer-to-peer (P2P) lending and crowd funding.

- The market is growing, and its increasing popularity led to greater demands on the supporting IT infrastructure.
- Customers have high expectations for 24/7 access and fast response times. Slow service or downtime can easily result in a loss to a competitor.
- Gome needed to support new finance product and service launches, as well as peaks in demand during promotions.

### Solution: Business Continuity and Flash

Gome built an active-active storage cluster with Hitachi Virtual Storage Platform (VSP) G series and global-active device to create two active-active data centers for business continuity.

- The active-active data center makes the underlying IT infrastructure completely transparent to front-end business applications, simplifying management.
- Hitachi Protection Platform S1500 virtual tape library provides efficient data backup.
- The VSP G series with hybrid flash and the automatic tiering, via Hitachi Data Mobility software, was implemented to improve overall storage I/O performance.

### Outcome: Meet Peak Demand

Active-active solutions prevent the business operation from being affected in case of failure, ensuring 24/7 availability.

- Tiering and flash allow Gome to allocate to maximize its utilization and therefore increase the performance.
- The flash solution reduced the response time of Gome systems and the storage response time improved by over 90%.
- Flash capabilities also improved operational efficiency by 200%.
- Systems were able to meet customer demand during peak times.
- High scalability positions Gome to meet storage needs for the next three to five years.



## Gome Electrical Appliances Holding Limited

### INDUSTRY

IT Services, Internet Finance

### SOLUTIONS

Data Protection, Hybrid Flash

### HARDWARE

Hitachi Virtual Storage Platform (VSP) G200, VSP G400, Hitachi Protection Platform, flash module drive

### SOFTWARE

Hitachi Storage Virtualization Operating System with global-active device feature, Hitachi Dynamic Provisioning, Hitachi Data Mobility, Hitachi Local Replication

### SERVICES

Provided by Hitachi TrueNorth Partner Sichuan Changhong IT Information Products Co., Ltd.

