HITACHI
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USE CASE

Storage Economics Engagement Customer Summary

INDUSTRY: Telecom Media, Home Entertainment

REGION: APAC

BUSINESS SIZE: Enterprise

TRANSFORM VIRTUALIZATION ECONOMICS RELIABLE TRUSTED INNOVATE INFO
TION GLOBAL CHANGE INTELLIGENT TECHNOLOGY SERVICES VALUE INSIGHT
PORTUNITY SOCIAL INFRASTRUCTURE INTEGRATE ANALYZE DISCOVER COMPET

Executive Summary

XYZ Inc. is a full-fledged telecommunications company providing a full range of services over mobile, Internet and fixed platforms in Singapore. They employ 2,700 individuals, generate S$2.15 billion in revenue, and have a growth rate of 30%.

Implementing a new TCO approach to their storage needs will help them reduce costs in the coming years. XYZ Inc.'s current cost/terabyte/year is US$6,421.69 and with current growth rates will be US$7,476.85 in year 1. XYZ Inc.'s Hitachi Data Systems (HDS) storage solution will save them US$3,336.74 per terabyte in year 1 and reclaim 21% of their current disk volume. After 4 Years, XYZ Inc. will save US$10,635,452.

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Key Financial Metrics

Category	Key Financial Metrics
Investment	S$0 (total 4-year investment)
Estimated payback period	< 1 month(s) after implementation
Savings	S$10,635,452 (total 4-year savings S$8,459,115 (net present value)
Internal rate of return (IRR)	10%
Return on investment (ROI)	N/A Savings (no. of years/investment)

Company Information

Company name	XYZ Inc.
Region	APAC
The country of company headquarters	**CONFIDENTIAL**
Company size (employees)	2700
Company size (revenue)	2.15 billion SGD (1.7billion USD)
Industry	Telcom, media, and home entertainment

Business Information (before HDS engagement)

Business overview	**CONFIDENTIAL**
Corporate vision	**CONFIDENTIAL**
Corporate goals	**Economical** ■ Capex reduction. ■ Opex reduction. **Technical** ■ Manage 30% data growth.
Challenges:	**Data growth %** ■ Underutilization of assets. ■ Performance issues. ■ Migration disruption.
Cost sensitivities	NA

Technical Information (before HDS engagement)

Storage hardware

- Raw: 700TB
- Usable: 467TB
- Allocated: 399TB
- Utilized: 239TB

Asset #	Vendor name	Product name	Raw capacity	Total usable capacity	# of Tiers	Age of array	Lease or Cap
1	HDS	9570V	8,050.00	3,759.00			Cap.
2	HDS	9580V	45,059.00	24,312.00			Cap.
3	HDS	9960	18,049.00				Cap.
4	HDS	9960	25,837.00	18,000.00			Cap.
5	HDS	9980V	52,903.00	43,012.00			Cap.
6	HDS	AMS 1000	50,969.00	27,437.00			Cap.
7	HDS	AMS 1000	43,128.00	21,888.00			Cap.
8	HDS	AMS 200 (for HCAP)	8,053.00	5,400.00			Cap.
9	HDS	USP	82,805.00	67,471.00			Cap.
10	HDS	USP V	10,350.72	8,435.00			Cap.
11	HDS	AMS 2500 (New)	12,000.00	8,572.00			Cap.
12	HDS	9580V	36,670.10	24,840.00			Cap.
13	HDS	9580V	71,614.78	43,710.00			Cap.
14	HDS	9960	15,124.75				Cap.
15	HDS	AMS 1000	42,535.44	31,211.00			Cap.
16	HDS	AMS 1000	40,074.00	29,855.00			Cap.
17	HDS	AMS 200 (for HCAP)	8,061.48	5,400.00			Cap.
18	HDS	USP	113,857.92	91,743.00			Cap.
19	HDS	USP V	14,951.04	12184			Cap.

Solution and Services Information

The existing hardware will be decommissioned, migrated to the AMS2500 or virtualized in USP. The HDS-XYZ Inc. solution takes full advantage of the existing storage architecture and strategically positions XYZ Inc. to maximize reclamation from the current hardware. This helps defer future costs of growth and lower overall TCO even further.

Resulting Benefits

Investment (S$)	0	Savings Summary (S$)	
4-year savings	10,635,452	Labor, migrate	3,851,490
NPV of savings	8,459,115	Capex avoid	2,337,986
Incremental IRR	-	Environmental	1,819,868
Payback term	< 1 Month	Maintenance fees	2,626,109
Return on investment	-	**Total**	**10,635,452**
Reclaimed Disk	**98TB**		

Economic

SAVINGS BREAKDOWN (S$)

Savings	Year 1	Year 2	Year 3	Year 4
Environmental savings	273,678	369,966	500,131	676,094
Purchase avoidance — tiered Storage	472,837	543,470	619,708	701,971
Storage area management savings	20,076	20,678	21,298	21,937
Reclamation — virtualization	0	0	0	0
Reclamation — thin provisioning	0	0	0	0
Hardware and software maintenance savings	656,527	656,527	656,527	656,527
Data Remastering — migration	1,471,680	971,309	735,840	588,672
Total Savings				**10,635,452**

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