TRANSFORM VIRTUALIZATION ECONOMICS **DISCOVER** INNOVAT
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USE CASE

IT Service Provider Breaks Into Storage Services With Disaster Recovery as a Service for Hitachi Content Platform Owners

Challenges

- Provide a competitive disaster recovery solution.
- Add profitability: Develop and market cloud storage services quickly and cost-effectively.
- Offer add-on storage services for Hitachi Content Platform customers.
- Avoid time, complexity and expense of a homegrown solution.

Solution

- Deploy HCP in the data center as a replication target for current HCP customers.
- Get to profitability quicker with integrated and supported HDS software products.
- Partner with Hitachi Data Systems to expand service offerings quickly and easily.
- Make the most of HCP capabilities.
- Provide enterprise-level capabilities.

Benefits

- Protect data sovereignty.
- Add to top-line revenue with new services.
- Service hundreds of HCP customers from a single pane of glass.
- Provide hosting solution that is profitable for service provider and attractive to customers.
- Deliver economies of scale that customers cannot achieve for themselves.

Partnership With Hitachi Offers Low-Risk Path to Profitability

Introduction

To retain their share of the market in a fast-changing technology landscape, IT service providers need to find cost-effective ways to expand the services they offer their customers. At first glance, branching out into cloud storage services might appear to be a risky proposition, considering the formidable competitors who occupy that space. However, it is possible to successfully compete against the world's giants in cloud services, especially for an established company that identifies a customer need and leverages the support of the right storage vendor.

A multinational IT service provider with a large and varied clientele differentiated itself in a competitive marketplace with a niche set of storage capabilities for customers who use Hitachi Content Platform (HCP). By partnering with HDS to deliver disaster recovery and related services to HCP owners, the company expanded its service offerings and added to profitability without a heavy investment in development or support services.

Challenge: Lower the Entry Barrier Into Hosted Cloud Storage Services

A global IT service provider saw an opportunity to move into this business by providing HCP disaster recovery as a service to its customers. The company aimed its new service at customers who cannot exploit HCP backup-free archiving features because they lack a second building to use as a disaster recovery site. Under most circumstances, breaking into cloud storage services for the first time would be considered a daunting undertaking. After all, it takes a long time and a lot of IT talent and resources to develop, vet, harden and

maintain a disaster recovery solution. It's equally challenging to then turn it into a service with billing and chargeback features.

The company needed to put a stable solution into the marketplace quickly and easily. To truly differentiate its offering and provide the greatest benefit to customers required a full set of related services. It would not be cost- or time-efficient to deploy an open source cloud computing solution: The company then would have to make that work for a customer who needs to archive Microsoft® SharePoint® data or replace file servers with a direct connection to the cloud.

Still another challenge to carving out a niche in cloud storage is competing with companies such as Amazon, Microsoft and Google. These companies created the cloud storage services marketplace and appear to hold dominion over it, at least when it comes to mass-market offerings. This multinational service provider saw a market for its services among enterprises that remain cautious about releasing their storage to a U.S.-based cloud.

Solution: Partner With Hitachi Data Systems

By deploying HCP in its data center, the IT service provider had the core functionality it needed to deliver HCP disaster recovery as a service. It could plug in the HCP IP address of the customer and charge for services based on the amount of data the customer pumped into the system. Reports generated from HCP would provide the information necessary for billing. To generate revenue, the company simply needed to convince HCP customers that the disaster recovery service was less expensive than building a second data center.

By bringing HCP into its data center, the service provider was able to offer 5 new services to HCP customers:

1. Provide a replication target for current HCP customers. This simple service stores a safe copy of customer data off-premises to ensure customers can recover data quickly in the event of a disaster.
2. Archive SharePoint data with Hitachi Data Discovery for Microsoft SharePoint.
3. Keep NAS systems operating smoothly in file server environments with seamless tiering to an off-site HCP repository, a function of Hitachi Data Protection Suite, powered by CommVault.
4. Eliminate file servers at insurance offices, bank branches and retail sites with a direct connection to a cloud service via a cloud on-ramp, such as Hitachi Data Ingestor.
5. Comply with industry-specific regulations for file archiving. Categorize and classify data, write it back to an immutable media and apply policies against it with Data Protection Suite.

Benefits: Retain Customer Loyalty with Expanded Services

A partnership with Hitachi Data Systems helped the IT service provider grow its business and deliver an expanded set of services. The HDS solutions added to the company's top line revenue without swelling the bottom line with support staff and computer scientists. Instead, current staff can deliver services after taking an HCP training course.

Hitachi Data Systems can drive opportunities to the service provider from its HCP install base. The service provider potentially can offer backup-free data storage to hundreds of HCP owners. Some of these customers would be candidates for additional HCP-related archiving services provided through Hitachi software innovations.

HITACHI CONTENT PLATFORM FEATURES AND BENEFITS

- Provides massive scalability.
- Prevents unauthorized access to stored data.
- Centrally manages hundreds of HCP tenants.
- Reduces backup requirements with built-in data protection.
- Supports compliance with data retention policies and content preservation.
- Integrates with HDS software to meet specific use cases.
- Updates software and hardware nondisruptively.

HCP disaster recovery and related services were relatively inexpensive for the service provider and attractive to HCP customers. The service provider did not have to set up an HCP for each customer. Instead, it mapped hundreds of customers to a single HCP system within its environment. The multitenant structure of HCP allows the service provider to pass on economies of scale that its customers could not achieve alone.

Conclusion

By partnering with Hitachi Data Systems, an IT services provider can help customers who own Hitachi Content Platform to take full advantage of the platform and related software offerings for archiving and protecting data. This arrangement offers minimum risk to the provider, who doesn't have to carry the burden of developing and supporting integrated capabilities. HCP owners can remain with a trusted service provider and ensure the sovereignty of their data with internally stored encryption that prevents any external encryption key management schemes.

Hitachi Data Systems

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