

# DELUXE CORPORATION TRANSFORMS BUSINESS MODEL

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## DELUXE CORPORATION

Deluxe, a leading producer of direct-to-consumer checks, transformed its business model with a full suite of essential products and services. Its technology infrastructure needed an overhaul to meet new demands and alleviate costly IT outsourcing activities. To reduce complexity, cost and risk for faster time to market, Deluxe chose Hitachi Enterprise Cloud and Hitachi Unified Compute Platform.

“At the end of the day, the Hitachi Enterprise Cloud platform gives us a place and a base to build Deluxe as a platform so that we can better serve our small business customers and financial institutions.”

Michael S. Mathews, VP and CIO  
Deluxe Corporation

## CHALLENGE Cloud-Based ARCHITECTURE

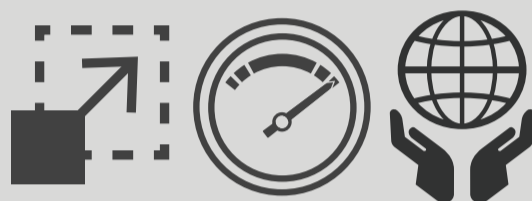
Deluxe is intent on driving velocity and efficiency across everything it does. To ensure that its technology infrastructure supports corporate mandates, business growth and new services, Deluxe needed to move to cloud-based services and a converged platform.

The goal was to reduce complexity, cost and risk for faster time to market.

### The IT objectives were to:



ALLEVIATE HEFTY OUTSOURCING COSTS.



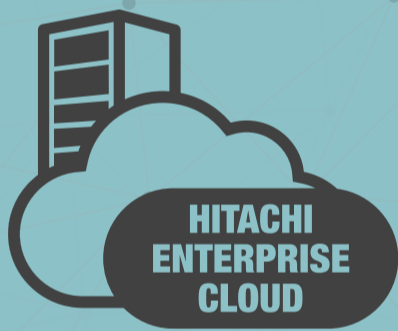
KEEP PACE WITH SCALE AND PROVISION DEMANDS.



AVOID THE ADDITION OF MORE IT STAFF.

## SOLUTIONS Speed and SIMPLICITY

The Deluxe Corporation implemented a highly automated converged infrastructure and fully managed Hitachi Enterprise Cloud based on:



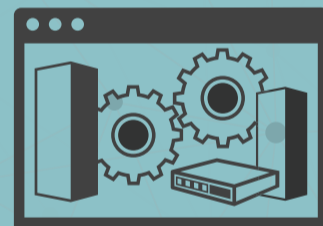
### HITACHI ENTERPRISE CLOUD

For fully managed, secure, trusted deployments that provide enterprise-grade cloud elasticity and control with headaches or heavy lifting.



### HITACHI UNIFIED COMPUTE PLATFORM

Designed to centralize, automate and virtualize pooled resources.



### HITACHI UCP ADVISOR

Advanced intelligent and deeply integrated software that plugs directly into VMware vCenter Server for mouse-click simplicity for extending cloud management platform capabilities.

## OUTCOME New Capabilities, EXPANDED BUSINESS

Hitachi Vantara solutions foster new business proficiencies for Deluxe, including infrastructure-as-a-service (IaaS) cloud computing, managed backups and patching, modern cloud security, and 24/7 monitoring and support. Deluxe now is better able to:



Integrate acquired companies and next-generation security into business practices.



Scale and deliver new products and services faster into the marketplace.



Reduce significant outsourcing costs without the increase of internal IT staff.

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