

Storage Solution Boosts Performance, Capacity and Scalability

FlexITy's storage solutions improve technology performance while increasing capacity, and also offer scalable features to prepare an organization for the future.

EXECUTIVE SUMMARY

Cogeco Cable Inc

- One of the most trusted telecommunications corporations and the 11th largest hybrid fibre coaxial cable operator in North America
- Locations in Quebec and Ontario, and subsidiary locations in Pennsylvania, Florida, Maryland, Delaware and South Carolina

BUSINESS CHALLENGE

- Improve the performance of technologies to increase service capabilities and meet increasing demand for standard and streaming options
- Increase useable virtual capacity and physical storage solutions to allow for improved performance and greater ease of storage
- Enhanced scalability features to allow for greater flexibility within the storage infrastructure

PARTNER SOLUTIONS

- Hitachi Unified Storage 150 platform
- Hitachi Dynamic Provisioning

BUSINESS RESULTS

- Increased performance of services by 30 percent by increasing allotted storage and enabling quick deliverance of services
- Increased capacity by 50 percent by implementing Dynamic Provisioning

Business Challenge

An organization of this kind, which offers multiple services in both residential and business settings, has particularly unique needs when it comes to storage and performance. Cogeco is a top provider of telecommunication services in the United States and Canada, offering television, Internet and phone services to residents, as well as business technologies like hosting solutions, fibre optic networks, Internet, phone and television.

Users in both residential and business sectors are increasing their use of these technologies, and the industry is experiencing a rapidly growing demand for standard, on demand and streaming services. This boost in usage was putting a strain on the capabilities of their previous data storage system and creating service performance issues with customers. Furthermore, the variety of services offered by the company means they have a large amount of data to be stored and managed. Thus, storage capabilities needed to be optimized to ensure quick, reliable delivery of services to residential and corporate customers. In order to meet these increasing demands, Cogeco needed a storage solution which would not only boost their storage capacity, but also improve service performance and enhance scalability.

"Businesses in this industry are recently dealing with a flood of new users, as well as users who are demanding more from their phone, Internet and television services," said FlexITy CEO Peter Stavropoulos. "Therefore, FlexITy performed a lot of due diligence in order to create a solution which would increase the performance of the services being provided, while simultaneously lowering costs related to technology and operational maintenance."



Cogeco has been a FlexITy client since 2012, and decided to partner with FlexITy for their storage solutions based on previous engagements. Cogeco recognized FlexITy's ability to bring reliable services through fully optimized infrastructures as well as the value the provider brings to each project.

The team also called upon the expertise and solutions provided by Hitachi Data Systems to provide Cogeco with the most technologically advanced storage systems to meet their needs and ensure the overall success of the project.

Partner Solutions

Because of their understanding of the needs of an organization both today as well as into the future, Cogeco and FlexITy partnered with HDS for innovative, market-leading solutions to address the storage issues at hand and successfully create an environment which would allow for growth down the road.

During the project, FlexITy implemented Hitachi Unified Storage 150, a system featuring a combination of block, file and object storage with the ability to store all types of data and meet expanding demands. The HUS system also reduces data center floor space consumption through high-density storage. In addition, HUS includes automated data management with auto-tiering and dynamic load balancing.

Overall, the system has a 99.999 percent data availability and no single point of failure, making it an ideal part of the Cogeco solution.

HDS also employed Dynamic Provisioning software to increase Cogeco's virtual storage capacity and simplify application storage provision by enabling administrators to utilize a central virtual pool without immediately adding physical discs. A system of this kind has the ability to alert administrators when more storage is needed, and automatically allot additional physical storage to applications needing more capacity. The Dynamic Provisioning structure eliminates complications involved in per application storage provisioning, while significantly improving storage management efficiency.

We knew that Hitachi Data Systems could yield exactly the IT solutions that Cogeco needed for improved capacity and scalability," said Marcel Escorcio, Regional Vice President and GM at HDS Canada. "Our technology provides the resources needed to serve Cogeco customers with fast and reliable phone, television and Internet services."

Business results

After implementing Hitachi solutions within Cogeco's storage infrastructure, the telecommunications company found that not only did the solutions meet their requirements for capacity, performance and scalability, the system exceeded their expectations as well.

The new unified storage platform, in combination with the provisioning software, allowed the company to improve their storage capabilities now and provide opportunity for future growth.

"Cogeco was very happy with the results of the project," Stavropoulos said. "The new system allowed Cogeco to meet the current demands of their customers, and also enables them to further expand in the future. They were more than satisfied by the changes made within their storage infrastructure."

The project produced measurable improvements, as Cogeco found that the performance of their services was increased by 30 percent across all platforms. Additionally, the unified storage system coupled with Dynamic Provisioning increased capacity by 50 percent and enhanced scalability by 80 percent. The system will allow them to scale storage for future needs as well.

To date, Cogeco has been able to provide their customers with the services they need without difficulty and the business is ready to tackle all future demands with their flexible, scalable storage system.