

S U C C E S S S T O R Y

# Hitachi Storage Solutions at Work

## Norwich Union

**INDUSTRY** Insurance/Finance

**SOLUTIONS** **Replication/Virtualization**

**Hardware** — Hitachi Universal Storage Platform™ V and Hitachi Adaptable Modular Storage 1000

**Software** — Hitachi Device Manager, Hitachi ShadowImage® Heterogeneous Replication and ShadowImage Replication, Hitachi TrueCopy® Synchronous, Hitachi Universal Volume Manager, Hitachi Replication Monitor, Hitachi Tuning Manager, Hitachi Tiered Storage Manager

**Services** — Storage solution consultancy and migration support and monitoring provided by Hitachi Data Systems Global Solution Services



“We were pleased to find that the solution put forward by Hitachi tackled all of our concerns head on, from the technology right through to the cost model.”

*Roly Goram  
Operational Technical Authority, IT Operations  
Norwich Union*

# Norwich Union Invests in a Virtual Future with Hitachi Data Systems Storage Solution

As part of one of the world's largest insurance groups, Norwich Union holds vast amounts of unstructured client data. Its various business groups have tough IT requirements, presenting the team managing the infrastructure with the complex challenge of administering and allocating resources efficiently. In order to optimise IT budget and guarantee a reliable and flexible storage estate, Norwich Union migrated its platform to a complete solution from Hitachi Data Systems. It has seen immediate reductions in time and costs spent managing its growing data assets.

The UK's number one insurance provider Norwich Union, soon to be Aviva, is part of the fifth largest insurance group in the world. In the UK, it has a 15% market share, with a focus on insurance for individuals and small businesses.

## In Search of Reliability, Flexibility, Manageability

In the UK, Norwich Union's business is underpinned by data centres running a large number of both operational and customer facing applications. In order to ensure that customer demands are met in a timely and accurate

manner, and the company's large investments are managed properly, it is essential that these applications run smoothly at all times.

The storage team at Norwich Union has traditionally managed a large and complex storage infrastructure, providing support for a variety of departments across the organisation. It operated a tiered storage model, whereby each business unit requests a tier for its various applications and databases. This proved to be an inefficient approach as each department generally requested a higher performance — and therefore most costly — storage tier, even when another level of storage would have

met its needs. Moving data around the storage estate was also challenging as the company ran a number of data centres and had no virtual environment with which to pool the resources of the different locations.

Norwich Union therefore needed a storage platform that not only was reliable, but also incorporated the flexibility and manageability to meet the needs of all business departments.

Roly Goram, Operational Technical Authority for Norwich Union IT Operations helps manage the company's IT architecture. They needed to guarantee that the company's application and storage environments were robust and scalable enough to cope with a continued explosion in data volumes. "We have a large customer base, and it's growing continuously. At the same time we're subject to increased compliance requirements and growing volumes of unstructured data," Goram explains. "It's our duty to make sure we can handle customers' requirements quickly, accurately and reliably, meaning downtime in the storage environment that keeps all their data safe is not an option."

While data volumes increase, however, Norwich Union — like many other organisations in the financial sector — faced increasing pressure to optimise its IT budgets. Goram was challenged to deliver consistently strong results even as his ability to invest in new technology declined. A further complication was added by the fact that the company has a large multivendor storage estate, which could be time consuming and costly to manage. The company therefore needed to implement a new platform that would provide increased capacity and reduced operational costs without negatively affecting service, performance or availability.

## Virtualization Brings Simplicity, Benefits

It chose to migrate one of its main UK data centres to a new site and create a virtual storage environment across the organisation in order to simplify its IT infrastructure and drive cost savings in terms of power and cooling. At this point, Norwich Union turned to Hitachi Data Systems to recommend a data migration

strategy. Consultants from Hitachi Data Systems recommended a complete storage refresh rather than physically moving the company's old equipment from its existing data centre. The refresh was designed based on the Hitachi Data Systems storage economics model to ensure that Norwich Union could optimise its IT efficiency on an ongoing basis. This approach evaluated how the solution would help reduce operating expense (OPEX) across a range of storage metrics over the next few years. Hitachi Data Systems proposed a solution that not only met these criteria but also offered enhanced de-duplication and disaster recovery functionality in line with Norwich Union's strategic plans.

The company purchased Hitachi Universal Storage Platform™ V and Hitachi Adaptable

This ensured that the company's technicians could maintain control of their storage environment while focusing on their core roles, rather than their time being consumed with deployment issues.

## Hitachi Data Systems Answers High Expectations

"We had high expectations from the start," says Goram. "We wanted the simplicity of a single supplier relationship but the cost benefits of a dual supplier relationship. We were pleased to find that the solution put forward by Hitachi tackled all of our concerns head on, from the technology right through to the cost model." With the Hitachi Universal Storage Platform in place, Norwich Union is now able to manage the heterogeneous

Following its initial deployment in a test environment, Norwich Union started the full migration of all Norwich Union's data to the new data centre and virtual storage environment. "As the migration progresses, the operational cost efficiencies and performance gains will become ever more apparent," he concludes. "Capacity and utilisation levels will increase and we're looking forward to seeing our overall storage infrastructure become much easier to manage."

**"As the migration progresses the operational cost efficiencies and performance gains will become ever more apparent."**

Roly Goram  
Operational Technical Authority  
Norwich Union

Modular Storage 1000 systems. A suite of Hitachi software was also deployed to support all aspects of the new environment. From Hitachi Tiered Storage Manager for administering its resources to Hitachi TrueCopy® Synchronous and Hitachi ShadowImage® Heterogeneous Replication (and ShadowImage Replication for modular systems) for data replication, the software makes up an integral part of the complete storage estate.

The deployment of the solution at the new data centre has started and is in line with strict deadlines to avoid any downtime. Consultants from Hitachi Data Systems helped the IT teams at Aviva and Norwich Union handle the project.

storage environment of its two data centres from a single management interface, saving on management costs and time.

The new platform also enables Norwich Union to allocate its storage resources more appropriately to each business unit and application. The resource management capabilities of the Hitachi software suite underpinning the storage platform means it can allocate each application to the most suitable storage tier quickly and seamlessly. This means that Goram is able to optimise its storage estate and ensure that all business units and customers receive the best, most timely service from the IT infrastructure.

**Corporate Headquarters** 750 Central Expressway, Santa Clara, California 95050-2627 USA  
Contact Information: + 1 408 970 1000 [www.hds.com](http://www.hds.com) / [info@hds.com](mailto:info@hds.com)

**Asia Pacific and Americas** 750 Central Expressway, Santa Clara, California 95050-2627 USA  
Contact Information: + 1 408 970 1000 [www.hds.com](http://www.hds.com) / [info@hds.com](mailto:info@hds.com)

**Europe Headquarters** Sefton Park, Stoke Poges, Buckinghamshire SL2 4HD United Kingdom  
Contact Information: + 44 (0) 1753 618000 [www.hds.com](http://www.hds.com) / [info.emea@hds.com](mailto:info.emea@hds.com)

**Altrincham Hamilton House**, Church Street, Altrincham, Cheshire WA14 4DR, United Kingdom  
Contact Information: + 44 (0) 161 928-4243 [www.hds.com](http://www.hds.com) / [info.uk@hds.com](mailto:info.uk@hds.com)

**Bristol** 100 Park Avenue, Aztec West, Bristol BS32 4TS, United Kingdom  
Contact Information: + 44 (0) 1454 625 511 [www.hds.com](http://www.hds.com) / [info.uk@hds.com](mailto:info.uk@hds.com)

**Edinburgh** 11 Rutland Square, Edinburgh, Scotland EH1 2AS, United Kingdom  
Contact Information: + 44 (0) 131 228-4343 [www.hds.com](http://www.hds.com) / [info.uk@hds.com](mailto:info.uk@hds.com)

**London Hitachi Data Systems**, 50 Liverpool Street, 2nd Floor, London, EC2M 7PR, United Kingdom  
Contact Information: + 0044 (0) 207 392 8500 [www.hds.com](http://www.hds.com) / [info.uk@hds.com](mailto:info.uk@hds.com)

**West Midlands** (Birmingham), 6220 Bishop's Court, Solihull Parkway, Birmingham Business Park, Birmingham B37 7YB, United Kingdom  
Contact Information: + 44 (0) 121 717 4000 [www.hds.com](http://www.hds.com) / [info.uk@hds.com](mailto:info.uk@hds.com)

Hitachi is a registered trademark of Hitachi, Ltd., in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd., in the United States and other countries.

All other trademarks, service marks and company names in this document or Web site are properties of their respective owners.

Notice: This document is for informational purposes only, and does not set forth any warranty, expressed or implied, concerning any equipment or service offered or to be offered by Hitachi Data Systems. This document describes some capabilities that are conditioned on a maintenance contract with Hitachi Data Systems being in effect and that may be configuration dependent, and features that may not be currently available. Contact your local Hitachi Data Systems sales office for information on feature and product availability.

© Hitachi Data Systems Corporation 2009. All Rights Reserved. SS-167-A DG February 2009