CISCO

Cisco Unified Computing Systems - Customer Case Study

Sony Business Solutions Corporation

Transforming the infrastructure for providing high-quality and reasonable private cloud services
Supporting increased resources for virtual environment to improve flexibility and efficiency

Solutions Deployed

Cisco Unified Computing System (UCS)

Cisco Nexus Series Data Center Switch

Cisco ASR Series Aggregation Services Router

NetApp Storage System

FlexPod

Challenges and Issues Before Deployment

-The current system has been constructed through scaling up, making it difficult to add or allocate resources for additional users or depending on situations

-An environment to enable efficient operation of systems and networks is necessary for running multiple data centers in the future

Result of Deployment

-Operational flexibility and efficiency has been significantly improved

-Network configuration and operation management on the server side has been streamlined, establishing a foundation for supporting future enhancements without trouble

With a variety of "bit-drive" brand IT services for businesses, Sony Business Solutions has been upgrading its private cloud services which are one of its brand lineups to maintain high reliability and reasonable cost to support future needs. Sony Business Solutions was looking for a server product with high flexibility and efficiency for providing easy-to-use services to its customers. The company studied possible solutions and compared them to an enhancement of the existing system; as a result, Cisco's server solution, "Cisco Unified Computing System" has been chosen.

Driver for Deployment–a need for a high performance platform as a foundation for new services

The company was looking for ways to maintain its quality of services without increasing cost while supporting future developments and technical issues and has chosen a Cisco server, Cisco Uni¬fied Computing System ("Cisco UCS") as a core solution and has also enhanced networking around it. FlexPod configuration with NetApp has been chosen as storage for significantly improving flexibility and efficiency.

Why Cisco–highly appreciated technology and capability of Cisco for addressing future technical challenges

Major reasons why Cisco was chosen:
-   Cisco UCS is a high quality and very reliable server solution as a virtual environment platform
-   More simplified equipment/network configuration compared to an enhancement to the existing system, making the configuration and administration easier
-   Cisco Nexus series can reduce burden of tasks such as network configuration for a virtual environment and VLAN construction
-   Easy to address future challenges including interoperability with the existing Cisco products and related solutions

Deployment Process–accelerated decision-making and deployment to immediately meet customer needs

The whole project was fast; the study started end of 2010 and finalized the configuration in April 2011. The earthquake disaster during this period did not slow down the schedule and deployment, verification and construction proceeded without delay.

> "This new system using Cisco servers/ networks and the FlexPod configuration with the NetApp storage meets our customer changing demands while maintaining high quality core services with reasonable cost."

– Mr. Yasutaka Ogasawara
New Business Planning, Value Creation Division,Sony Business Solutions Corporation

> "With Cisco UCS, a large amount of server cables have been eliminated, making the construction and maintenance significantly less complicated."

– Mr. Yoshiro Katsumi
Network Technology, Value Creation Division,Sony Business Solutions Corporation

Result of Deployment–achieved a simplified and highly efficient system for easier future support

- With Cisco UCS, a large amount of physical cables has been eliminated, making the system simple and the construction and maintenance significantly less complicated
- A centralized administration with the Cisco UCS Manager makes updating and other tasks dramatically more efficient
- Higher flexibility in supporting customer needs with the use of IP-connected storage
- A foundation has been established with technology and capability of Cisco to address anticipated technical issues such as virtualization of data centers and reaching the VLAN limits

Future Development–providing a unique and differentiated set of services based on Cisco's technology and capability

- VPN services have been already provided using router functionalities. Utilization of WAAS solutions and optimized data center operations through "FabricPath" functionalities of Cisco Nexus series are also currently under study.
- Enhancing interoperability among FlexPod components including the NetApp storage system for higher effectiveness and better service delivery

Background of Deployment:
The company decided to rationalize the system to meet changing customer needs
Higher flexibility and efficiency through scaling-out
Mr. Yasutaka Ogasawara, New Business Planning, Value Creation Division says about the system transformation,
"When we first started providing services, most of the customers outsourced information system such as for emailing and DNS. Their needs have gradually changed, resulting in a diversified set of operations such as securing file servers and data and outsourcing backbone business systems. To meet these changing demands, we needed to secure server and network resources more than we had initially designed for."
"It was hard to allocate appropriate resources to meet additional customers or depending on a varied situation." says Mr. Yoshiro Katsumi, Network Technology, Value Creation Division, about challenges the company had with the traditional system, "We also needed a flat environment where systems and networks could be operated across multiple data centers when available data center resources became scarce. Virtualizing data centers was quite difficult with the existing system and we were looking for a future-proof solution."

Deployment Procedures:
Accelerated study and construction in consideration of the market trend
Cisco solutions were chosen from a future standpoint
Specific requirements were documented by February 2011. While finalizing the system configuration, there was the Great East Japan Earthquake which didn't, however, delay the schedule, according to Mr. Ogasawara.
"In addition to meeting changes in the market, we had to make a decision fast in the wake of the earthquake disaster that increased demands for outsourcing among customers. The period from the earthquake disaster to the decision in April was very short but the speed was critical."
According to Mr. Katsumi, the company's decision of using Cisco servers and networks was based on not only interoperability with the existing Cisco products but high expectation for future-proof solutions.

"We already have our VPN services based on Cisco router functionalities. We realized "FabricPath" functionalities of the Cisco Nexus series would be useful for virtualizing data centers; choosing Cisco was mainly because we focused more on the future possibilities rather than being short-sighted on the immediate benefits. Network configuration in a virtualized environment and building VLANs are really complicated tasks. Currently, we are identifying a customer-specific environment by VLAN, so we will be reaching a limit soon or later. Being able to provide an effective solution for this kind of issues in daily operations and future challenges is a key factor in choosing Cisco."
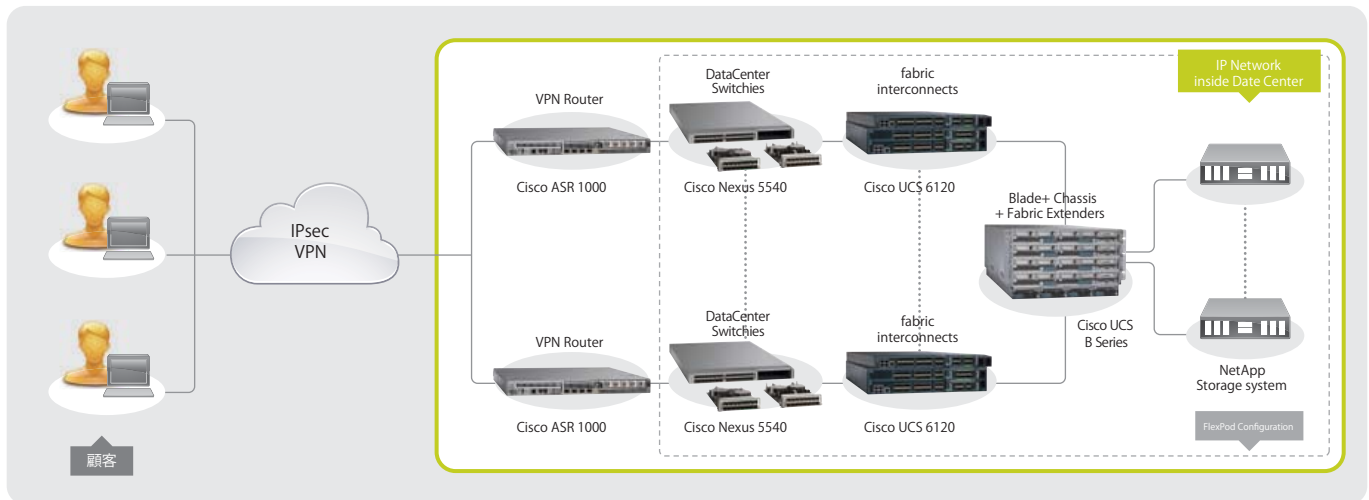
Truly appreciated benefits of the simple and highly-efficient Cisco UCS

Implemented the advanced system to be able to address future challenges
With Cisco UCS, a large amount of server cables have been eliminated, making the construction and maintenance significantly less complicated Mr. Katsumi admits that through the actual deployment, he has realized true benefits of the simple and highly-efficient Cisco UCS.
He says higher flexibility has been achieved in supporting customer needs with the use of IP-connected storage. Mr. Ogasawara is happy with this foundation built for meeting diversifying needs with agility while maintaining the high-quality and reasonable cost.
"We have realized this advanced system using Cisco servers/networks and the FlexPod configuration with the NetApp storage while maintaining high quality core services for valued customer assets. We would like to turn advantages brought by Cisco's functionality and technology into our unique and differentiated solutions."

Sony Business Solutions Corporation

1-7-1kounan Minato-ku TOKYO JAPAN Zip-code108-0075
http://www.bit-drive.ne.jp/