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Achieving always-on service for our customers

Swisscom upgrades storage with high-density appliances reducing latency by 80 percent while freeing up 60 percent of the data centre with Dell EMC PowerMax.

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Sandra Rodel
Team Leader of SAN Storage, Swisscom

Business needs

Swisscom provides Internet and TV services as well as IT outsourcing solutions to multiple industries, notably banking. Due to increasingly limited space in its two data centres, Swisscom needed a high-density storage platform with a smaller footprint.

Business results

- Data centre space savings of 60% and storage rack reduction of 80 percent
- 30% decrease in power costs
- Lower latency and higher throughput performance
- Easy data restores with snapshot and clone functionality
- Storage-on-demand finance agreement provides flexibility
- Faster time-to-value due to smooth and rapid implementation and knowledge transfer

Solutions at a glance

- Dell EMC PowerMax 8000
- Dell EMC ProSupport Plus for Enterprise
- Dell EMC Residency Services

Headquartered in Ittigen, Swisscom is one of the leading telecommunications companies in Switzerland, with more than 19,000 employees. To avoid having to expand its data centres, it needed to free up space in its existing facilities. Along with reducing the footprint of storage appliances, Swisscom had to ensure it could continue to provide an always-on service for customers. This meant that any new storage platform had to be highly available, reliable and resilient.

Replacing VMAX with higher density storage

Swisscom had been using Dell EMC VMAX storage under a tailored storage-on-demand agreement for many years. Some of the VMAX arrays were about to be refreshed under this agreement and returned for recycling. As a replacement for VMAX, Dell EMC PowerMax was the right solution because of its smaller size and higher density. Once Swisscom made the decision to implement PowerMax storage arrays, deployment was completed by a Dell Technologies Services deployment specialist, assisted by Dell EMC Residency Services. There were no interruptions to customer service during the changeover.

Data centre space savings of 60 percent

High data compression and de-duplication rates have helped achieve space savings because less hardware is required. Swisscom reduced the number of storage racks from 20 to 4, saving eight racks per data centre. Sandra Rodel, team leader of SAN storage at Swisscom explains, "Much less room is required for greater gigabytes of storage—we require 60 percent less space to house the same capacity."

Swisscom has also reduced power costs by 30 percent in its data centres as a result of using the higher density form factor of PowerMax. This is a huge benefit because it enables Swisscom to offer more attractive prices to its clients as processing costs are lower.

Changing workloads

Swisscom provides extensive outsourcing services and has a huge variety of workloads running on PowerMax for its customers. These include Avaloq banking software as well as homegrown applications based on Linux and Windows.

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Sandra Rodel
Team Leader of SAN Storage, Swisscom

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While workloads change constantly, PowerMax handles fluctuating volumes of data writes and reads without challenges. Swisscom's clients report higher throughput speeds and lower latency. One client's server had a latency rate of 10 milliseconds before, but with PowerMax it is now two milliseconds.

The storage-on-demand agreement with Dell Technologies makes it easy for Swisscom to source additional storage when required. "One of the benefits for sure is that we can request more storage on a flexible basis. We have a good price-per-gigabyte. We can order exactly the right size of extra storage that we need, so performance bottlenecks are a thing of the past," says Sandra.

Swisscom particularly values the snapshot and clone features of PowerMax, which it uses to easily restore deleted or corrupted data. "This function is excellent," Sandra says. "It's very simple, very effective and very fast."

Sandra also appreciates working in partnership with the Dell Technologies Services team as part of Swisscom's Dell EMC ProSupport Plus for Enterprise agreement, as well as with the Dell Technologies Residents."The co-operation is great," she says. "The Dell Technologies Services teams are always there for us and will come on-site to help us in any way we need. This is important because we require our operations to run smoothly at all times."

Sustainability advantages

Swisscom is already planning for the next upgrade of VMAX to PowerMax storage. The fact that Dell Technologies removes and recycles hardware at the end of each five-year period is an advantage, and the lower power consumption needed to run PowerMax further enhances the environmental benefits.

The most important outcome is that Swisscom can continue to provide the reliable services its customers need, says Sandra, "The PowerMax storage solution provides very high availability. Our customers are happy, so we are happy."

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> **Sandra Rodel**
> Team Leader of SAN
> Storage, Swisscom