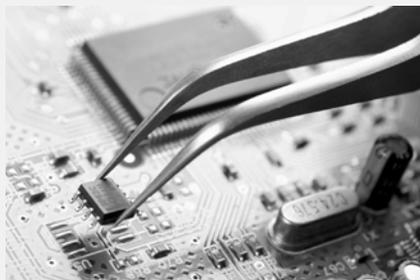


SEGYUNG BRITESTONE

EMC VSPEX powered cloud data center increases agility and yields 35 percent TCO savings



ESSENTIALS

Industry

Semiconductors

Business Challenges

- Existing infrastructure did not provide scalability, flexibility, or agility to meet business needs
- Server failures led to long-term business interruption
- Infrastructure did not support virtualized high performance environments

Solutions

EMC VSPEX Proven Infrastructure:

- EMC VNX unified storage
- EMC Avamar
- Intel servers
- Cisco switches
- VMware vSphere
- VMware vSphere vMotion
- VMware vCenter

OVERVIEW

Segyung BriteStone, a semiconductor supplier, has grown in tandem with the dynamic growth of the Korean semiconductor industry. For 50 years it has maintained its position as the leading supplier of semiconductors by providing products specific to customer needs and environments, and with competitive prices, prompt delivery, state-of-the-art technology, and efficient follow-up service.

BUSINESS CHALLENGES

Segyung BriteStone has several overseas branches in Hong Kong, Singapore, China, and the U.S. The company's IT department must respond to rapidly changing market conditions and enhance its competitive strengths. However, its existing IT infrastructure was experiencing uneven utilization rates because individual jobs were operating on different servers. This resulted in performance issues for some services. Server failures were also causing long-term interruptions, and lack of scalability made it difficult for the company to launch new services.

Segyung BriteStone recognized that these problems were caused by an inflexible data center infrastructure. The environment assigned individual servers to specific applications. Infrastructure resources, including storage, were allocated in advance—a process that had worked successfully in the past. But to respond to rapid changes in the market, Segyung BriteStone needed to implement a more flexible approach that would actively support customer requirements.

Like other companies, the company's main concern was that it was difficult to expand or shrink the company's IT resources based on usage rates.

In-Jae Lee, manager of the IT team at Segyung BriteStone, says, "We introduced virtualization to solve the rigid data center configuration. With our storage spaces divided into virtual areas and our servers virtualized, I think we can support business adaptability by more swiftly and actively coping with changes of usage rates."

CLOUD DATA CENTER MAXIMIZES VIRTUAL ENVIRONMENT

Segyung BriteStone replaced its data center infrastructure with a virtual environment that would enhance flexibility and ultimately strengthen business responsiveness.

For the data center upgrade, it wasn't content only with virtualization. Rather, the company desired to incorporate cloud computing which would maximize the advantages of a virtual environment. By interconnecting the virtualized data center, the company planned to enhance flexibility and agility, while also maximizing the potential for cost reduction.

INTECH &
Company

CUSTOMER PROFILE

EMC²

Results

- Enabled increased flexibility, agility, and competitiveness
- Shortened project schedule by 46 percent
- Reduced needed storage capacity by 50 percent
- Reduced number of servers by 66 percent due to consolidation
- Reduced TCO by 35 percent
- Maximized performance, business continuity, and uptime

Segyung BriteStone initiated the change to a private cloud with a vision to build a company-wide integrated infrastructure to replace old equipment. Objectives included improved performance, infrastructure flexibility and scalability, high levels of data availability, improved infrastructure utilization, reduced operating costs, and secure management continuity for existing applications.

The company chose EMC® VSPEX® Proven Infrastructure. The VSPEX infrastructure includes EMC VNX® unified storage, EMC Avamar® deduplication backup software and system, VMware® vSphere™ virtualization, Intel servers, and Cisco switches.

Lee explains the process: "We selected EMC VSPEX to achieve our virtualization goals early and under our prearranged plans. We then switched to the cloud."

He continues, "With VSPEX, we could finish the project faster than expected because we skipped the steps for design, installation, and configuration. This shortened our project schedule by 43 percent."

VSPEX enables companies to achieve 100 percent virtualization, with flexible configuration and expansion, fast provisioning and application availability, and improved, non-weighted, system utilization rates.

In addition, VSPEX supplies a proven infrastructure that has been thoroughly tested. The pre-validated and pre-configured infrastructure accelerates the creation of a cloud environment and removes the difficulties of installing and configuring new devices.

"With VSPEX, we could finish the project faster than expected because we skipped the steps for design, installation, and configuration. This shortened our project schedule by 43 percent."

Lee In-Jae
IT Team Manager at Segyung BriteStone

QUICK DEPLOYMENT, COST SAVINGS

What satisfied Segyung BriteStone most when introducing the cloud data center was the accelerated project implementation made possible by VSPEX.

Lee states, "By introducing VSPEX as pre-tested architecture, we have been able to not only reduce the project time significantly, but also achieve our project target rapidly. VSPEX has also enabled us to reduce operations costs."

Segyung BriteStone had its new system built quickly. Physical hardware space layout, power connections, and application and data transfers were completed quickly following VSPEX delivery. With VSPEX, Segyung BriteStone minimizes costs by reducing the number of new servers by 66 percent.

Lee says, "By reducing the number of servers, we have reduced costs due to a smaller footprint and savings in power, ventilation, and air-conditioning. We have also reduced our time and effort in operations management. We have been able to cut 35 percent of TCO with VSPEX."

In addition, VSPEX has improved utilization of the entire system by distributing the infrastructure properly as the usage increases. Segyung BriteStone has also reduced its needed storage capacity by 50 percent, together with associated costs, due to the deduplication capabilities inherent in Avamar and VNX.

IMPROVED BUSINESS CONTINUITY

Segyung BriteStone's transfer to a cloud data center has strengthened the continuity of its operations. VSPEX enables high service availability with VMware vMotion—minimizing both scheduled and unscheduled downtime. Downtime from failures is also reduced with Avamar because it simplifies virtual backup and recovery and reduces backup data through deduplication.

Lee says, "Our data protection became more efficient with the tracking function of VMware vCenter. With dual vMotion configuration and Avamar deduplication, we can accomplish high availability and simple recovery, and improve our data protection, which helps us improve business continuity."

Segyung BriteStone receives technical support from INTECH & Company, an EMC professional partner and experienced technology provider. Segyung BriteStone enjoys the advantages of one-stop service such as swifter responses and follow-up.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller—or visit us at www.EMC.com.

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