

Large Asian Telco uses flash drive technology to improve application performance

Industry

Telecommunications

Challenge

Slow application performance: CDR query took 15 minutes for customers

Solution

Enterprise Flash Drives

Benefit

Reduce CDR query time by 70 percent

Enterprise flash drive technology facilitates nearly 70 percent faster access to billing information

Every month, a large Asian telecommunications company was managing over three billion records generated by over 20 million users in their 56 country-level subsidiaries and 14 branches on traditional 15K hard disk drives. One of these subsidiaries was facing serious performance issues and asked EMC[®] for help.

Due to this heavy workload, this carrier began experiencing bottlenecks in CRM record delivery. These bottlenecks led to a delay between the reads and writes reaching the database index and severely limited responsiveness to customers. A major challenge related to this bottleneck was that the carrier's Call Detail Record (CDR) system was taking more than 15 minutes to run a simple customer-requested query.

After EMC analyzed the environment and the application performance issues, the telecommunications provider installed nine 146 GB enterprise flash drives. To optimize how the drives would be used, the company tiered its information so that only data from the current month would be stored on the flash drives, and older data would be moved and stored on Fibre Channel disk after a month. With this approach, the company has solved a major business challenge by reducing the amount of time it takes for customers to request their account information by almost 70 percent—or within just three to five minutes.

As a result of this enhanced performance, several other province-level branches of the parent company have also added enterprise flash drives to their existing EMC Symmetrix[®] DMX[™] networked-storage systems.

EMC pioneered the use of enterprise flash drive technology in its Symmetrix and EMC CLARiiON[®] networked storage product lines to deliver unprecedented performance and energy efficiency. Enterprise flash drives help organizations reduce access time, latency, and power consumption. For example, it would take 30 or more 15,000 RPM Fiber Channel disk drives to deliver the same performance of a single flash drive.

A small number of enterprise flash drives in a single system can speed up many applications such as the CDR application in this example. By placing the right data on the right tier of storage, leading organizations like this one can realize significant performance gains.

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