

# IBM Storage Optimization and Integration Services for global insight

*Global financial services organization improves storage resource planning, reclamation and cost recovery*




---

## Overview

---

### ■ **The Challenge**

*A large financial services institution needed to manage critical data in over 50 datacenters worldwide*

### ■ **The Solution**

*Global insight using SERP extracts data from SRM tools and correlated it to the customers' asset management systems*

### ■ **The Benefit**

*Helped deliver rapid value and real return on investments*

### **The business challenge**

The customer, one of the three largest financial services institutions in the world, was responsible for managing multiple petabytes of critical data in more than 50 datacenters across four continents. The task was compounded by a series of mergers which created disparate Storage Area Network (SAN) islands in many of their datacenters, with infrastructure and services provided by three primary storage technology vendors. Additionally, outsourcing initiatives and organizational changes contributed to a company-wide loss of insight into storage and infrastructure utilization.

Furthermore, like many IT organizations, the client maintained a service bureau model, charging storage consumers for usage to recoup infrastructure and operational costs. Without advanced reporting capabilities and line of business insight into storage utilization and allocation, the process of departmental chargeback was difficult, manual and often less than accurate.

### **Global insight using IBM Storage Enterprise Resource Planner (SERP)**

IBM deployed SERP software in two datacenters as a proof-of-concept to demonstrate the benefits of the product. SERP provided the customer with dynamic reporting capabilities—such as storage utilization by line of business and by tier in one pane of glass—not available with any standard Storage Resource Management (SRM) tools. The customer realized that with SERP they could create a re-tiering strategy to reduce their dependence on the expensive Tier 1 infrastructure, thereby driving down capital expenditure costs. They could map back tier usage to the lines-of-

business and thus understand which applications, geographies, and lines of business would be impacted by migrations to lower tiers. Additional benefits included global visibility into all potentially reclaimable storage, as well as a consolidated view of out-of-rev components when compared to the corporate gold standards.

As a result of the test installation, IBM was chosen to help deliver the customer's Global Storage Resource Management (GSRM) solution. This solution, deployed in core datacenters to collect information from 11 standard SRM instances across 50 datacenters worldwide, provides the institution with a single global reporting window through which line of business managers and other stake holders in the IT Service Bureau can manage and view their current IT usage on a global, regional, or local basis.

#### **How SERP works**

SERP extracts data from SRM tools and correlates it with the customers' asset management systems, enabling users to maximize utilization of existing systems, plan expansion, reclaim storage and better manage capacity. SERP automates these features, delivering scores of customizable reports and invaluable insight into a company's storage infrastructure. Furthermore, SERP is scalable, growing to meet the needs of the

world's largest organizations in order to allow customers to gain insight into how their lines-of-business are using storage assets.

#### **Delivering rapid value**

Over the course of the initial pilot, SERP from IBM helped the customer reclaim more than eight terabytes of underutilized or unused storage. Over the full implementation the customer discovered approximately 100 terabytes of potentially reclaimable storage, which helped control future storage spend and reduce overall infrastructure costs.

The benefits to the organization have been substantial. SERP's

reporting capabilities have helped the customer centralize its SRM worldwide, resulting in discovery of 11 petabytes of raw storage (8 petabytes usable), to be presented to over 8,000 servers worldwide.

Powered by SERP, the customer's correlated utilization reporting capabilities provide the information required to plan the organization's future infrastructure expansion, including a re-tiering strategy to decrease Tier 1 dependence. The customer has been able to present each line of business with its utilization data to help justify cost recovery efforts and better plan business unit-specific storage needs.

#### **Real return on investment**

*“The project resulted in a global view of the entire bank’s storage configuration, capacity and utilization data by line-of-business, data center location and tier. The project enabled the bank to identify storage utilization by tier and to reduce annual Tier 1 storage spend from \$120MM in 2005 to \$0 in 2006. With 99 percent of the global storage infrastructure and 90 percent of servers instrumented, GSRM has put control of tiered storage directly in the hands of IT’s customer, the lines-of-business.”*

—Vice President and Senior Architect, Global Storage Management  
Systems Top Global Financial Services Firm

## The future

Further integration efforts with the customer's asset management, back-up and chargeback systems will provide enhanced reporting, ease the decision making process for future storage purchases, and increase the cost recovery of storage assets.

For more information about IBM Storage Optimization and Integration Services for global insight, visit:

**ibm.com**/services/storage

*“The project enabled the bank to identify storage utilization by tier and to reduce annual Tier 1 storage spending from \$120MM in 2005 to \$0 in 2006.”*

*—Vice President and Senior Storage Architect, Global 5 Financial Organization*

## Benefits summary

- *Enterprise-wide storage visibility*
- *Rapid scaling as company grows*
- *Enhanced storage cost-recovery through business unit-level reporting and charge-back support*
- *Improved capacity planning capabilities*
- *Identification and reclamation of unused or underutilized storage resources*
- *Powerful, customizable reporting*
- *Facilitation of mergers and acquisitions integration*



© Copyright IBM Corporation 2008

IBM Global Services  
Route 100  
Somers, N.Y. 10589  
U.S.A.

Produced in the United States of America  
2-08  
All Rights Reserved

IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.