

How a mobile telco is saving \$1.5 million with IBM® Storage

The need: Pelephone, a leading mobile telco with 2.6 million users, was facing major industry reforms and fierce price competition. They needed to deploy new services and slash storage costs. Their old architecture was holding them back.

The Change

STEP 1

IBM SVC +
Real-time
Compression™

85%

Compressed
capacity
without
performance
impact

STEP 2

IBM XIV® Storage +
17 TB Flash Cache

3X
throughput

90%
less time



to provision
and backup



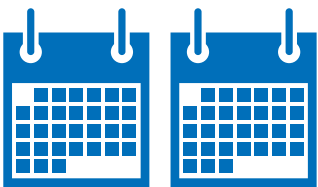
Competitive
new mobile
services in
minutes
instead of days

The Data Economics Result

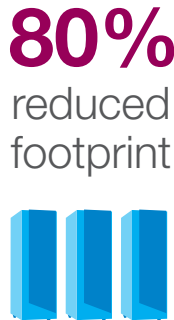
1PB

moved into
production in

8 weeks



16 EMC
frames



3 XIV
frames

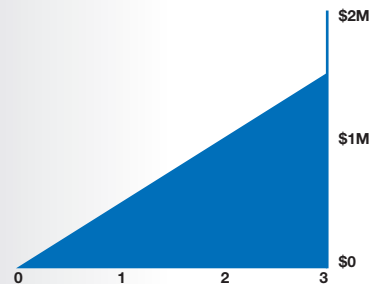
80%
reduced
footprint

50kW
less

per hour



dramatically cutting
monthly energy and
cooling costs



ROI savings of

\$1.5 million

in three years

See the video and read the case study at: ibm.com/xiv