

## Success Story: Bezeq International



### Bezeq International Drives Cutting-Edge Competitiveness with IBM XIV Storage

*“We started using the IBM XIV® Storage System with our peripheral applications, gained confidence, and quickly extended its use to our most business-critical applications.”*

Eyal Zafrir, CIO, Bezeq International

#### At a Glance: Bezeq International’s XIV solution



Customer	Bezeq International, Israel's leading Internet & telecom services provider
Industry	Internet, global telephony services, and business comprehensive communication solutions
Environment	Windows®, Linux®, VMWare™, SUN
XIV Systems	4
Challenge	Empower the company to offer complex services reliably and cost-effectively
Features Used	Snapshots—for physical and logical backup
Results	<ul style="list-style-type: none"><li>• Top performance with the organization’s hungriest applications</li><li>• Effortless scaling</li><li>• Great savings in administrative overhead</li><li>• Easy-to-use snapshots for extensive logical and physical backup</li></ul>

# IBM XIV Storage System

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## Overview

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Bezeq International is Israel's leading provider of broadband Internet services and global telecommunication solutions, enjoying over 36% share of the local Internet market. Bezeq International provides customers with comprehensive communication solutions in International and Organizational Telephony, Internet, Business Integration, Hosting, Data Communication, and Information Security Solutions. Founded in 1996 as a subsidiary of Bezeq, Israel's incumbent telecom provider, Bezeq International is a technology trailblazer, bringing cutting-edge Internet, telecom, and infrastructure services to its rapidly growing customer base.

Bezeq International launched its XIV® storage solution by deploying a single system for peripheral enterprise storage needs. Within a year and a half, it had expanded the solution to four systems—and

300 TB of single-tier storage—and extended its scope to business-critical applications. Today, Bezeq International considers its XIV system a cornerstone of its day-to-day activities and core enabler of its ability to provide a competitive service offering. Its IT team has determined the system to be a solid alternative to tiered storage hierarchy, fully validated with regard to performance, reliability, and cost. They have found it adds further value through high scalability, availability, and manageability.

*“The XIV system’s simple and friendly management is a real advantage over all the other user interfaces that we were accustomed to.”*

Kobi Holzer, Storage Administrator, Bezeq International

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## Rapid ramp-up to business-critical needs

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For the Bezeq International IT team, as with their industry counterparts, the most pressing challenges lie in ensuring that their storage solutions keep pace with the huge surge in complex services needed to keep the company competitive. And they need to do so while keeping operational expenses in check. Upon adding the XIV system to its storage assets, the Bezeq International team took an enthusiastic but cautious approach, tasking its storage newcomer with just a few small file systems. Within months, the system had successfully met the department's criteria for performance, reliability, and manageability. The team then expanded the system's responsibilities to include the company's Microsoft® Exchange email server, with 1500 mailboxes. The move to this mission-critical system, whose downtime is tantamount to an organizational showstopper, was a bold step—and a vote of confidence for the XIV system. It proved to be the first in a rapid succession of milestones, each expanding their XIV solution's role. “We started off using XIV storage

for peripheral applications only, but quickly extended it to our most business-critical applications,” said Eyal Zafrir, CIO, Bezeq International. Within one year, the company was tapping the XIV system's strengths for diverse applications and needs, including:

- Leveraging its performance to run the data warehouse, one of its most IO-hungry applications
- Calling upon the XIV system's high reliability and availability for its CDR (Call Description Record) collection system
- Using the XIV system for a VMWARE implementation of 100 virtual machines
- Supporting backup services to business and private customers
- Storing data from video recording systems
- Relying on the XIV system's cost-economies for multiple TBs of storage hosting

Bezeq International's experience in applying the XIV system broadly—to these uses and others—enabled the telecommunications giant to validate the system for any kind of storage need.



## Winning with ease of management

Bezeq International's storage assets consisted of most of the mid-range and high-end systems on the market. As expert users in so many systems, the IT team was practically bowled over by the XIV system's outstanding management simplicity. "The XIV system's simple and friendly management has proven a real advantage over all the other user interfaces we were accustomed to," said Kobi Holzer, storage administrator, Bezeq International. "The system's built-in virtualization capabilities let us define volumes and snapshots very easily, and without requiring us to plan for performance optimization." The GUI is exceptionally intuitive; delivered on top of virtualization, it lets users configure the system almost effortlessly, with a near-zero learning curve.

## 100% backup through unlimited snapshots

Of the XIV system's diverse functionality, Bezeq International has so far put snapshots into use, creating a comprehensive backup net for system protection. Its snapshot-based backup scheme covers:

- Physical backup, through a consistent image of the data
- Multi-generation, logical backup, through multiple snapshots

Bezeq International simplified its physical backup processes by leveraging the XIV system's ability to create snapshots instantly and without interruption of system activities. The team was further able to maximize the strength of its logical backup due to the system's support of unlimited snapshots without performance overhead. The XIV system's unflinching levels of high performance even during multiple snapshots help make the organization's logical backup scheme an everyday reality.

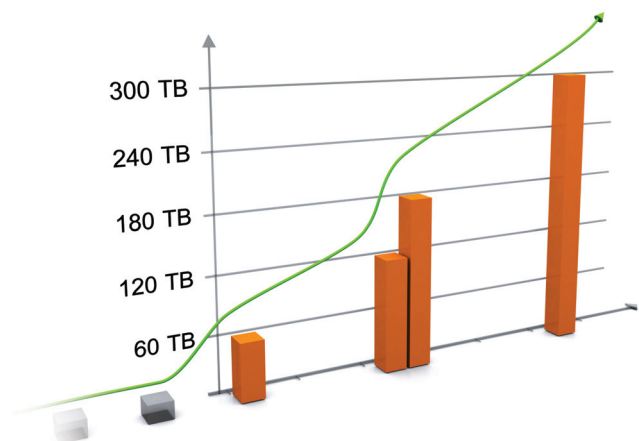
## A real solution for single-tier storage

Its reliance on a multitude of storage solutions generated substantial administrative overhead for the Bezeq International IT team. Then, just one year after implementing the XIV system, the team reached a startling conclusion: it made sense to apply the XIV system to its full range of needs. Specifically, the system's proven high-performance and ample features validated its use with the most demanding

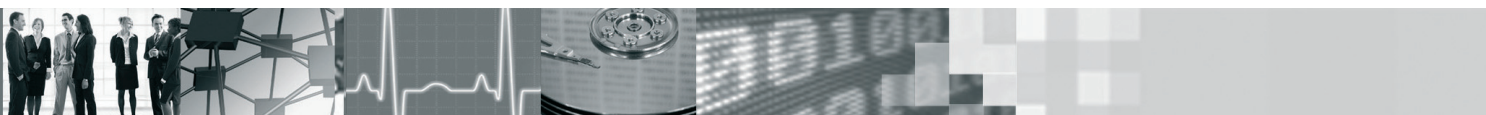
applications, while total cost of ownership justified its use for other needs. "The XIV system provides a real solution to a full range of our storage needs, giving us a first-time-ever alternative to tiered storage hierarchy," explained Eyal Harel, Director of System & Development, Bezeq International. Facing a fiercely competitive business environment, Bezeq International found the XIV system to be a win-win solution for meeting high performing yet cost-effective storage needs while simplifying day-to-day operations. Bezeq International's XIV solution is a solid case of IT empowering a company's ability to survive and thrive.



The XIV system provides an exceptionally intuitive, state-of-the-art user environment



Bezeq International grew its XIV solution to four systems—a total of 300 TB—in just 1-1/2 years



*“The XIV system provides a real solution to a full range of our storage needs, giving us a first-time-ever alternative to tiered storage hierarchy.”*

Eyal Harel, Director of System & Development, Bezeq International

## Benefits: Getting more with the XIV system

### IBM XIV Storage System

### Business Value to Bezeq International

Exceptional performance	<ul style="list-style-type: none"><li>• Optimal 24/365 workflow across all applications</li></ul>
Easy and unlimited scaling	<ul style="list-style-type: none"><li>• Expansion to 300 TB in one-and-a-half years</li></ul>
Powerful snapshots	<ul style="list-style-type: none"><li>• First-time-ever multi-generation logical backup</li></ul>
Ease of management	<ul style="list-style-type: none"><li>• Much less administrative overhead</li></ul>
Single-tier solution	<ul style="list-style-type: none"><li>• Simplified operations</li><li>• Freedom to grow its competitive offering</li></ul>

### For more information

To learn more about the IBM XIV Storage System, contact your IBM representative or IBM Business Partner, or visit: [www.xivstorage.com](http://www.xivstorage.com)

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