HITACHI
Inspire the Next

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Mitesh Toila
Senior Vice President
Yes Bank

YES BANK
EXPERIENCE OUR EXPERTISE

Yes Bank

INDUSTRY	Banking and Finance
SOLUTIONS	Enterprise Platform, File and Content Services, Modular Platform, Virtualization

Hardware — Hitachi Universal Storage Platform® VM; Hitachi Adaptable Modular Storage 2300; Hitachi NAS Platform 3080, powered by BlueArc®

Software — Hitachi Dynamic Provisioning, Hitachi Tuning Manager, Hitachi Tiered Storage Manager

Hitachi Storage Solutions

◉**Hitachi Data Systems**

Hitachi Enterprise Storage Ensures Quality of Service for Diverse Yes Bank Workloads

Yes Bank, India's new-age private sector bank, has bloomed into a full-service commercial bank. It has steadily built corporate and institutional banking, financial markets, investment banking, corporate finance, branch banking, business and transaction banking, and wealth management business lines across the country. As these successes grew so did the storage challenges. Yes Bank turned to Hitachi Data Systems for an enterprise storage solution that would consolidate its varied infrastructure, improve storage use and ensure provisioning stayed up to speed.

Acclaimed to be the fourth largest private sector bank in India with 170 branches, Yes Bank has a strong presence in retail business and the corporate world. A technology thought leader, Yes Bank was the first in providing innovations such as one-time password (OTP) for secure Internet-based transactions, Wi-Fi for customers and radio frequency identification (RFID) to facilitate interaction with customers.

Storage Blues

Even as the bank made big strides in the banking, financial services and insurance (BFSI) vertical, it required a solution for consolidating storage infrastructure for key business applications to enhance application performance and dynamic growth. In addition, it had to improve storage utilization and reduce provisioning delays.

The Solution

About a year ago, Yes Bank implemented the Hitachi Universal Storage Platform® VM (USP VM), which offers all features that a bank needs. Hitachi has been active in the BFSI sector for more than a decade.

The Hitachi virtual storage machine technology in the USP VM provided storage partitioning capability to Yes Bank. The USP VM provides an ideal platform for core business critical applications, ensuring quality of service for diverse workloads.

Why Hitachi?

"Hitachi's proven mature product, clear roadmap, budgets for research, and having served the enterprise segment of storage for more than a decade, prompted us to approach them. They completely understood market requirements including the 'changed world order' after virtualization," says Yes Bank Senior Vice President, Mitesh Toila.

The platform addressed the bank's concern over unused space with its thin provisioning software for internal and virtualized external storage. Additionally, the software provided an immense edge to the bank as it avoided the need for buying capacity in advance. Hitachi also improved the bank's storage utilization, which in turn reduced the total cost of ownership. The security concerns were taken care of as the platform provided security at various levels.

The key to growth for a business in the "changed world order" is in its ability to scale up its operations in a cost-effective manner. The USP VM offered higher availability and ensured zero downtime for

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maintenance and upgrades, providing the scope for extreme scalability. Before implementing the Hitachi enterprise storage, storage downtime was impacting system availability for NetBanking and ATM transactions, which Toila recalls as "annoying" to business users.

Besides handling all core applications, including retail, corporate, ATM, treasury and cash management, Hitachi also monitors the USP VM, saving the bank money it would have spent increasing its headcount and providing training. As the data was migrated to the Hitachi enterprise storage platform, the bank was able to phase out other storage systems.

Tiered Storage

The USP VM provided the bank with a tiered storage foundation that supported the highest storage availability and reliability for the enterprise's growth as a leader in the BFSI space. The new storage drastically reduced "batch window" time by eliminating time required to back up data. It also ensured fewer instances of downtime for upgrades and maintenance, and significantly reduced storage sprawl.

"The snapshot arms me with the capability to roll back quickly in case of disasters. Due to 100% availability of storage, I am able to provide better service level agreements to my business," says Toila.

"Now, Hitachi Data Systems is the queen bee around which the storage infrastructure is set up. It reduced the cost of storage since the purchase has been restricted to what is required," he concludes.

Results

- Single dashboard for maintenance
- Hi-Track® Remote Monitoring system to remotely monitor the platform
- Cost-effective
- Reduces batch window
- Better reliability
- Security provided at different levels
- All core applications handled by Hitachi Data Systems

◎ **Hitachi Data Systems Corporation**