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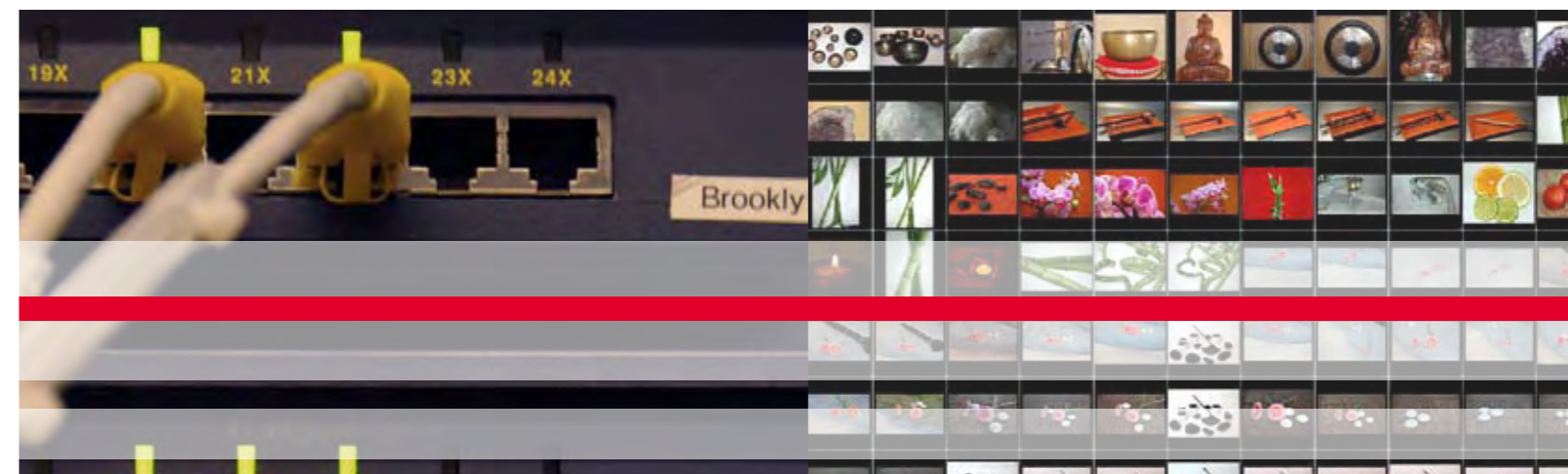
Hitachi Storage Solutions at Work

Swisscom IT Services Ltd.

Swiss Picturebank Ltd.

INDUSTRY IT Services

SOLUTIONS **Hardware, Software**
Hitachi Content Archive Platform (HCAP)



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“Our cooperative effort with Hitachi Data Systems was marked by a constructive, ‘let’s get it done’ attitude, which was highly valued by the project team. We would like to thank Hitachi Data Systems for their support, from the initial evaluation and the project itself all the way through the operation of the solution.”

Beat Bütikofer,
Strategic Relations, Swisscom IT Services Ltd.



Swisscom IT Services and Swiss Picture Bank: The world's first guaranteed long-term photography archive

Swiss Picturebank Ltd. markets the world's first guaranteed long-term photography archive. Swiss Picture Bank (www.swisspicturebank.com) is a web-based platform that secures data for 30 to 99 years for a one-time fee per file. In order to provide this guaranteed service, the company has entered into an exclusive partnership with Swisscom IT Services, the largest independent IT service provider for the Swiss banking industry, to supply the operational backbone of the application.

Swiss Picturebank Ltd., headquartered in Thun, Switzerland, is the premier provider of online data archiving. The company launched Swiss Picture Bank in January 2008 to be the first generally accessible service with a focus on the long-term archiving of image data. For a one-time fee per file, Swiss Picture Bank will store data for a term of 30 to 99 years, depending on the plan the user selects. During this period, the user may access photos at any time, from any computer connected to the internet. Swiss Picture Bank is backed by the Picture Guarantee Foundation (PGF), a not-for-profit organisation established for the sole purpose ensuring continual service for customer images over the contracted period of time. A key requirement of this unique service is also a technically strong operating partner, which is why the company decided to collaborate with the long-established Swisscom IT Services.

Swisscom IT Services supports medium and large-sized enterprises in all industries with custom-designed partial and full outsourcing services. In addition, the company works with its customers on the development and maintenance of their products and services. Swisscom IT Services' product portfolio is geared to all facets of the customer's value-added chain; in other words, all the tasks related to IT outsourcing, including integration, operation, maintenance, and development.

A high level of availability – What does it take?

How does Swiss Picture Bank work – what processes stand behind the system? Customers sign up via the Internet at a site hosted by Swisscom IT Services. The user interface offers customers the ability to store their images and carry out a variety of transactions. When photos are uploaded to

an account, they are first stored on the backend system on an interim basis and then archived in the HCAP. In order to assure fast, direct access to data during and after the upload, the images are also available as thumbnails.

Finding the right partner ensures success

Offering customers maximum data security is an ambitious objective, requiring particular care in the selection of an operations partner. For Markus Schneider, President of Swiss Picturebank Ltd., the decision was quickly clear: "Swisscom IT Services is also responsible for the data security of the Swiss banking industry. Could we ask for more security?"

The development of the Swiss Picture Bank platform was a very challenging task for the IT service provider. Swisscom IT Services was responsible for the project planning, the development of the infrastructure and the transfer to the operating organisation. Swisscom IT Services' main concern was building the system on a solid foundation, which ultimately meant finding the right technology partner for the implementation of a suitable solution.

The constraints were considerable. The goal was to erect a lean infrastructure, which could grow and advance in line with increasing data volume. The solution should be cost efficient while simultaneously offering a high level of quality, security and availability.

In order to find a suitable partner, Swisscom IT Services conducted a comprehensive bidding process. Different solutions from leading providers were considered on the basis of all the relevant aspects, including technology, service, procurement, providers, products, security, complexity, scalability, and legal issues.

In the end, the Hitachi Content Archive Platform (HCAP) was superior on every point.

The independent scalability of archive size (amount of storage) and data throughput (number of nodes) was one of the primary reasons that Swisscom IT Services selected the HCAP. "Hitachi Data Systems quickly understood the problem and offered

a complete professional solution rather than just 'time and material'," explained Pascal Müller, senior sales executive at Swisscom IT Services responsible for the project. "This gave us the responsiveness and flexibility to grow in reaction to customers' needs – and the associated costs can be easily calculated based on the full service approach."

The system design is the result of teamwork

On the basis of a feasibility study, a prototype was designed, developed and placed into service. After a successful pilot phase, the technical specialists from Swisscom IT Services and Hitachi Data Systems stepped in to build and implement a solid, scalable systems design. Many terabytes of data from the pilot project were migrated to the new environment before the project was



"Selecting the right partner is a precondition for success."

Markus Schneider,
President of Swiss Picturebank Ltd.

completed and transferred to the operations organisation at Swisscom IT Services.

Michael Schierz, technical senior consultant, values the service orientation of the Hitachi specialists: "I would particularly like to highlight the support the Hitachi Data Systems specialists provided to the software developers." Thanks to the system's simple interface, the specialists' support was not absolutely necessary for the technical link-up of the HCAP, but it helped Swisscom IT Services to optimise application performance from the start. Mr. Schierz also found the HCAP interface to be very comfortable. "We use the http interface. The software developers were productive from the word go with their existing expertise and tools," he said. "We were particularly pleased that the interfaces were defined as industry standard, public Internet protocols (http, smtp, cifs, ftp) and not as program language-dependent libraries. This meant that we could use available internet analysis tools for performance optimisation," he added.

The complete system is housed at Swisscom's facilities in Switzerland. The Swiss Picture Bank customer base, however, is completely international, with the lion's share of users spread throughout Europe and the USA. The system components employed allowed the companies to develop an efficient operations organisation consisting of specialists from Swisscom and Hitachi Data Systems. Wherever possible, processes were automated and clear responsibilities defined, thus reducing friction in ongoing operations.

A solution for the future

Swiss Picture Bank is used intensively by customers. This is due in no small part to the efficient collaboration of the three partners, Swiss Picturebank, Swisscom IT Services and Hitachi Data Systems.

From a technical point of view, the HCAP proved to be very attractive. "No specific adjustments were necessary; the standard product offers everything off the shelf," commented Michael Schierz approvingly.

In addition to the technical coordination, the collaboration also worked very well on a personnel level. "Our cooperative effort with Hitachi Data Systems was marked by a constructive, 'let's get it done' attitude, which was highly valued by the project team," emphasised Beat Bütikofer, Strategic Relations at Swisscom IT Services. "We are convinced that we have laid the cornerstone for a long-term partnership."



"Hitachi Data Systems quickly recognised the problem and offered a complete professional solution rather than just 'time and material'."

Pascal Müller,
Senior Sales Outsourcing, Swisscom IT Services Ltd.

First-class service and technology

Swiss Picture Bank offers a unique service in this area. They are able to offer users a one-of-a-kind data backup solution through their cooperation with Swisscom IT Services, which depends on Hitachi Data Systems archiving solutions.

An overview of the details:

- Exclusive partnership between Swisscom IT Services and Swiss Picture Bank for the planning and development of the infrastructure and its operation
- Hitachi Data Systems as solutions provider
- The Hitachi Data Systems archiving solution, Content Archive Platform, allows problem-free systems setup, since standard products cover all of the requirements
- System location: Switzerland, guaranteeing access for all customers around the world