



Need for reliability, speed, and future expansion leads Zenrin DataCom to enterprise-class BladeSymphony blade servers.

Customer Profile:

Zenrin DataCom Co., Ltd.

- Subsidiary of Japan's largest publisher of tourist maps
- Provides e-maps for consumers and corporate clients
- Headquarters in Tokyo

Customer Challenge

- Cut the cost and complexity of maintaining hardware from numerous vendors
- Increase the reliability and scalability of IT infrastructure

BladeSymphony Benefits

- Reliable processing power
- Higher throughput of compute-intensive workloads
- Fewer servers required to do the job means less administration

Business Results

- Smoother operations with easier, less expensive maintenance
- Ability to plan new value-added services for future roll-out

"In the past, we used to stop the service at night for 10 nights in a row in order to complete an update. Now, that time has been shortened to about five hours. We expect significant savings on our administration in the future."

Takenobu Oyama, Engineering Development Manager, Zenrin DataCom

As any traveler knows, a Japanese address is a complicated affair. Most streets have no names. Many buildings are numbered by the date they were built, not their position on a street. All this can make for confusion. Delivery services, sales people, even friends visiting one another's homes can be in for trouble without a map to guide them.

Help is on the Way

Today, when Japanese travelers get lost, a new e-map service has the answer. Zenrin, the country's biggest supplier of tourist maps, can deliver detailed e-maps to cell phones, PDAs, and PCs. In 2000, the company created a subsidiary, Zenrin DataCom Co. (ZDC), to offer digital map services to both consumers and corporate clients.

For example, consumers can key in an address, and a lookup service will deliver a map to their cell phone or even the on-board navigation system in their car. These services quickly became popular, and by early 2005, ZDC was delivering 40 million page-views a month.

Mix of Equipment was Tough to Maintain

But such rapid growth brought headaches. As ZDC expanded, the company added hardware from numerous vendors with different operating systems to its network. This mix of equipment was sometimes unstable and tough to maintain.

"Many employees of our corporate clients check maps in the morning, and then go out to conduct their business. As a service provider, it was a major worry that so many people wanted access during such a short period," said Tatsuhiko Shimizu, Vice President of ZDC.

A Need to Standardize

The company wanted to standardize on hardware from a single vendor to increase reliability, reduce maintenance hassles, and scale up quickly.

Management also wanted to reduce administrative overhead. They needed to build a stable platform to support new services and help engage the business partners knocking on their doors. And they wanted it fast: in just one month.

BladeSymphony had the Best Throughput

ZDC asked for proposals from numerous companies, and chose Hitachi's BladeSymphony enterprise-class blade servers for their high throughput, reliable service, and rapid scalability.

One decisive factor was the high bandwidth achieved by linking Hitachi's SANRISE disk array with the blade servers to create a fast, powerful SAN environment.

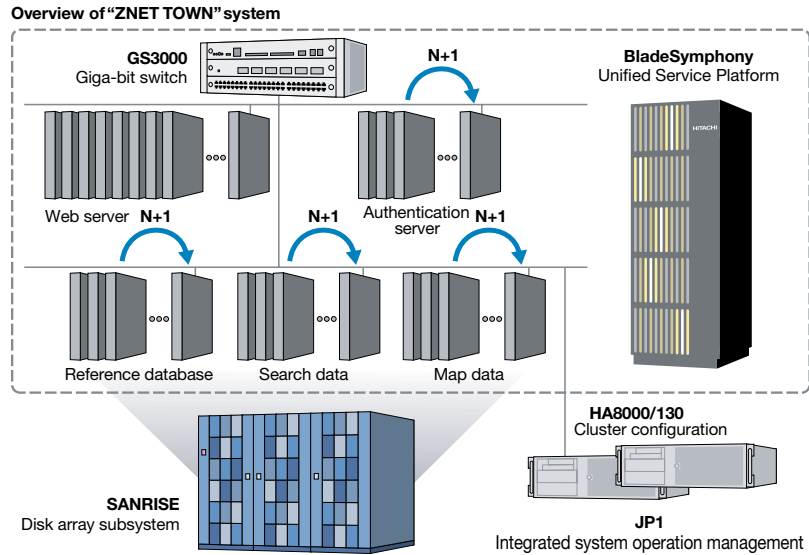
BladeSymphony delivered the fast throughput needed to support the vast quantities of data drawn from the company's maps. And the entire system was delivered in only one month, far faster than the six months turnaround often experienced from equipment vendors.

No More Nightly Shutdowns

Today 68 servers provide enough capacity to deal with the biggest surges in demand.

For the database, an active/active cluster system was achieved using Oracle Real Application Clusters 10g. As well, an N+1 cold standby configuration provides an extra layer of system redundancy to guard against any down-time.

"In the past, we used to stop the service at night for 10 nights in a row in order to complete an update," said Takenobu Oyama, ZDC's engineering development manager. "Now, that time has been shortened to about five hours. Not only are our operational tasks reduced, but we can now optimize the allocation of resources,



instead of just following our hunches as in the past. We expect significant savings on our administration in the future."

Future Expansion will be Easy

With BladeSymphony, processing capacity can be increased by combining servers to create up to 8-way SMPs. And every server can be dynamically updated with software patches, without requiring a shutdown.

Since July 2005, these benefits have added up to smoother operations and easier maintenance for ZDC.

Best of all, the new system has given management the confidence to make ambitious plans for new offerings. For instance, the company recently launched a service that learns the patterns and preferences of a customer, and provides navigational information by voice through a cell phone or on-board navigational system.

"We always wanted to find the best way to support these new projects, but all we could do in the past was maintain the current operations," said Shimizu. "Today, after integrating everything with BladeSymphony, those worries are gone, so we can focus on creating new services with added value."

ZDC now has a reliable environment that supports all current customers, and a worry-free path to future expansion. With Hitachi, ZDC has mapped out a clear future.

Learn More

To learn more about Zenrin DataCom, visit www.zenrin-datacom.net. For additional details about the BladeSymphony server line from Hitachi, visit www.bladesymphony.com.

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Whitebrook Park, Lower Cookham Road
Maidenhead, Berkshire SL6 8YA, UK
phone: +44 1628 585581
email: blade@hitachi-eu.com

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