

# THE COMPUTERWORLD HONORS PROGRAM

## CASE STUDY



LOCATION:  
*Goleta, California,  
United States*

YEAR:  
*2006*

STATUS:  
*Laureate*

CATEGORY:  
*Finance, Insurance  
and Real Estate*

NOMINATING COMPANY:  
*Hitachi*

### ORGANIZATION:

Pacific Capital Bancorp

### PROJECT NAME:

Project SAN

### Summary

Pacific Capital Bancorp, the largest banking company headquartered on the California Central Coast, deployed Hitachi TagmaStore™ Universal Storage Platforms, model USP600, and Hitachi Thunder 9585V™ ultra high-end modular storage from Hitachi Data Systems to reconcile disparate systems and address data retention and shrinking backup window issues to meet requirements for compliance, storage, and future growth.

### Introductory Overview

Recent acquisitions and regulatory compliance had triggered an onslaught of additional business demands for Pacific Capital Bancorp. Tasked with managing 48 branch offices and US\$6.6 billion in assets, Pacific Capital began supporting an expanded portfolio of financial products and customer services, plus the largest trust and investment services operation in its market space while providing round-the-clock customer access to services such as online banking and ATM access.

Pacific Capital did not have the proper IT environment to effectively meet all of its business requirements. At the time, the bank was operating 23TB of disk storage—the majority of it unmanaged or unused—across more than 1,200 desktops and 200 servers.

Pacific Capital needed to establish a reliable data recovery plan as well as a healthy backup strategy to accommodate unexpected outages for their ever growing data needs. Overall a foundational change was required to effectively manage the enterprise. Other storage criteria included:

- 99.999% uptime;
- Reduction in overall storage costs;
- Single data management capability;
- On-demand scalability;
- Security and data integrity, and
- Inexpensive archival storage.



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As the IT infrastructure was no longer able to support critical business operations, disparate systems and backup requirements were difficult and time-consuming to manage, and storage capacity and data retention were not addressed strategically. To remedy the situation, Pacific Capital selected two Hitachi TagmaStore™ Universal Storage Platforms, model USP600 to create a new storage infrastructure and align the company's aggressive business and IT goals. Hitachi Data Systems offered an approach that took into consideration the bank's current storage infrastructure and future growth demands.

At Pacific Capital Bancorp, the net results were more efficient, scalable business operations and highly reliable data protection—assets that will continue to earn great dividends for the bank and for its customers.

### Benefits

“Deploying the Hitachi architecture helped the bank garner full visibility into ‘everything’ storage. Now we can see exactly what we’re using and exactly how we’re going to tier the data.” —Al Todd, Senior Vice President of the IT Services Division at Pacific Capital Bancorp

Administrators at Pacific Capital now use Hitachi HiCommand® Storage Services Manager software to centrally manage the bank's storage area network (SAN) from a single console. To recover from an unexpected outage, Hitachi Universal Replicator software asynchronously replicates data hosted on the USP600 models without the need for redundant servers, allowing data to travel effortlessly among tiered storage levels. In addition, Pacific Capital attached two Hitachi Thunder 9585V™ ultra high-end modular storage systems to each model USP600 to extend the SAN with tiered storage, providing a flexible, responsive priority system for meeting data retention compliance and policies.

Hitachi Data Systems' Application Optimized Storage solution is part of a strategy aimed at storage alignment. Following the implementation, Pacific Capital Bancorp IT was able to quickly close on numerous business benefits. Today, managing unrestrained data growth and impending government regulations is no longer a daunting task because the Universal Storage Platforms provide exceptional flexibility, scalability, and availability—from a single management interface. The bank now meets regulatory compliance with strategic data governance policies in place to effectively integrate, retain, and retrieve information as needed.

Nearly 90 percent of the bank's data does not need to stay active once the initial transaction is complete, so the Universal Storage Platforms help migrate data off individual servers to the centralized storage pool. Pacific Capital decreased active storage from 7TB to less than 2TB, reducing backup requirements and data replication costs. The volume of data funneling through shrinking backup windows once required 48 hours to support. Now backups are accomplished in less than four hours.

### The Importance of Technology

With unsurpassed performance, scalability, and software benefits, these USP600 models help the bank achieve end-to-end virtualization, unification, and management of data and storage services across the entire enterprise— including legacy storage equipment.

For enterprises seeking a powerful and cost-effective storage solution for managing their growing



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data-retention and business-continuity needs, the Universal Storage Platform is an ideal choice. It allows for virtualization of external storage, logical resource partitioning, and universal replication, all through a single management interface.

### Originality

Part of the Hitachi Data Systems proposal for solving the bank's challenges was to develop a thorough understanding of Pacific Capital's business and IT issues before recommending a solution. The Hitachi Data Systems Global Solution Services (GSS) team helped Pacific Capital Bancorp analyze and identify top issues to address, including: a data retention policy, shorter backup windows, simpler systems management, and better ways to share data among departments.

To address growth while reducing costs and managing risk, the GSS team recommended an Application Optimized Storage™ solution from Hitachi Data Systems, along with a road map for virtualized storage to achieve targets. A full-time project manager from Hitachi Data Systems would also be assigned to identify project risks, track milestone progress, and provide ongoing support to the IT department throughout the year-long implementation.

In addition, storage virtualization, enabled by Hitachi Universal Volume Manager software, is hard at work in the new IT shop, diligently capitalizing on existing investments while providing visibility and simplification of back-end storage. Using standards-based design and implementation processes, legacy systems become seamlessly connected and provisioned.

### Success

As Pacific Capital Bancorp's data needs are ever-changing and ever-increasing, the company was able to achieve its operational goals while meeting regulatory compliance legislation through the implementation of Hitachi Data Systems storage architecture. Hitachi Data Systems offered what no other vendor could—a complete storage infrastructure, technical guidance and ongoing services support. Hitachi Data Systems' solution and rollout has met all of Pacific Capital Bancorp's storage criteria.

As banking is a no-excuses business—data and dollars must be accurate, accessible, and available at any time. Hitachi Data Systems rose to the challenge and presented a storage solution to match the business needs of Pacific Capital Bancorp.

“Hitachi Data Systems showed us how to build a SAN with superior performance, tiered storage, and on-the-fly migration,” says Todd. “Using Hitachi hardware, software, and services, the bank now has a cost-effective way to manage the future.”

### Difficulty

After investigating potential vendors for four months, Pacific Capital Bancorp selected Hitachi Data Systems and commenced the SAN architecture project in 2004. The company then elected an in-house implementation team that would monitor and oversee the SAN solution following the implementation process. The team consists of four full-time IT personnel as well as an additional dozen staff who worked on the project part-time.



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The system fabric was the first to be addressed in the project, followed by testing, while the second phase challenged the company to move 15 prime, high-value, data-sensitive applications to the SAN. Finally, the team moved the SAN 300 miles for disaster recovery and real-time replication. Pacific Capital Bancorp plans to move an additional 40 to 50 applications to the SAN.

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