

CUSTOMER PROFILE

Zain Iraq

Company: Zain Iraq

Industry: Telecommunications

Challenge: Seeking a flexible and robust data environment requiring an ILM strategy

Business Solutions: Primary storage, operational recovery, storage archiving, disaster recovery, information and storage management, backup and recovery, EMC Global Services

EMC Products:

- EMC® Symmetrix® DMX-4
- EMC NetWorker®
- EMC Rainfinity® FMA
- EMC Centera®
- EMC Disk Library
- EMC Ionix™ ControlCenter®

Benefits:

- Improved asset utilization through tiered storage platforms
- Simplified and automated infrastructure management
- Easier compliance through policy-based management
- Maximized value at lowest TCO

A pioneer of mobile telecommunications in the Middle East and Africa, Zain provides a comprehensive range of mobile voice and data services to over 69.5 million active individual and business customers. Zain's strategy is to combine and deliver value creation and internal growth into new geographies. Zain is located in 23 countries in the Middle East and Africa.

In keeping with their constant pursuit of technological advantage, Zain selected the world-class information infrastructure technologies and services of EMC to create their de facto information lifecycle management (ILM) strategy. Encouraged by prior success with EMC in Zain Kuwait and Zain Saudi, Zain Iraq chose to formalize the ILM processes with a more structured approach.

This approach enabled Zain Iraq to more quickly and accurately assess, create, and implement a state-of-the-art, end-to-end infrastructure that can scale to meet future services growth and demands of their business. Almost a year after deployment, Zain Iraq is on their way to realizing over \$800,000 in cumulative savings expected within the first four years of the project.

The evolution of a comprehensive ILM strategy

Information lifecycle management is a strategy by which organizations get the most value from information, at the lowest total-cost-of-ownership (TCO), at every point in its lifecycle.

Zain Kuwait was the first operating company of Zain Group to test the viability and benefits of a tiered storage approach in their data center, with Zain Saudi Arabia closely following. Zain wanted to employ a tiered storage solution, similar to Kuwait and Saudi Arabia, but this time, they were seeking more.

Zain Iraq's management conducted a rigorous vendor selection process. EMC was carefully chosen because of its experience with Zain, its presence in the telecommunications industry globally, and its leading portfolio of information infrastructure products and services.

"Selecting EMC to implement our growing environment was a natural choice for us at Zain Iraq," says Riyadh Al-Sarraf, CIO.

To provide a flexible and robust data environment, EMC suggested that Zain Iraq follow Kuwait and Saudi Arabia's lead and implement an ILM strategy—but in a more detailed approach—in order to appropriately support a wide range of application requirements and business needs.

Zain Iraq was committed to ILM, however, they were not sure they were ready to manage a complex data classification and tiering approach to their storage infrastructure as suggested by EMC. Zain Iraq wanted to improve their asset utilization through a tiered storage platform while looking for a cost-effective option for information access, business continuity, and information protection.

At the time, Zain Kuwait and Zain Saudi Arabia (sister operating companies) had not tiered their storage, so Zain Iraq was moving into uncharted territory for the company. Furthermore, they had come to trust and depend on EMC implementation support during complex IT projects, but were uncertain of their ability to manage the ongoing process once EMC disengaged from the project. Therefore EMC Consulting came in and quickly identified storage inefficiencies associated with Zain's aggressive merger and acquisition strategy.

EMC Consulting complements the ILM strategy

After careful analysis of Zain's post-acquisition infrastructure, EMC Consulting recommended the consolidation and tiering of storage into a more cost-effective, centrally-managed environment.

EMC Consulting helped Zain Iraq match their data policies to application (CRM, data warehousing, ERP, etc.) requirements in order to build the appropriate services and service levels. EMC employed their vast and proven data classification experience in the form of a Service-Level Catalog that will form the basis of a consistent and repeatable classification strategy.

"By implementing an ILM strategy, we were able to optimize our data center with the help of EMC," says Al-Sarraff. "After our engagement with EMC Consulting, we are confident that our IT infrastructure is optimized and we will be able to effectively manage it going forward. We will look to continue this success with EMC elsewhere within the Zain Group."

"Given EMC's experience with us already, and after seeing the capabilities of the competitors, it was clear to us that EMC was going to provide us with the best possible solution to meet our needs."

Riyad Al-Sarraff, CIO



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