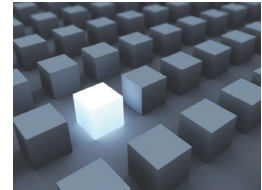


American Digital's strength is our ability to understand our customer's immediate and future data center needs. We then deliver end-to-end solutions to meet those needs. Recently, we were able to help the city of Madison, Wisconsin achieve improved service levels and increase their data storage expansion capabilities with the implementation of the HP StorageWorks P4000 G2 SAN Solution.



»» THE CHALLENGE

The City of Madison Wisconsin is a local government entity that maintains the operations of 38 departments for the city. The nerve center for communications among these various departments is run out of the City of Madison's 2 separately located data centers. These data centers are both production sites, allowing for Business Continuity and Disaster Recovery. Therefore, the ability to retrieve and provide current data i.e. electronic records and information for

city employees is vital to the proper operations of all the departments such as Parks, Public Works, Transportation, Fire, Police and the Mayor's Office.

Like many forward thinking organizations, the City of Madison had implemented virtualization as a way to boost application availability, improve hardware utilization and streamline its IT infrastructure. Over the past 7 years, they have implemented close to 90 virtual servers, with 20 host servers

- 13 of which are VMware ESX hosts. They knew they needed a storage system that could easily support their critical applications on SQL databases while being flexible, easy to manage and most importantly, able to address scaling to keep up with increasing storage demands. The City of Madison's IT Manager, Chris Luedert, explained, "In the past, we had mostly Direct Attached (DA) storage and with that, we kept running out storage in within a 6-12 month time span."

»» OUR SOLUTION

American Digital sales and solution architects met with Luedert to discuss the features and benefits of the iSCSI solution - HP StorageWorks P4000 G2 SAN.

The American Digital Solution Architects discussed how the Storage

Clustering would allow them to consolidate multiple storage nodes into pools of storage. All available capacity and performance is aggregated and available to every volume in the cluster. In this way, as storage needs increase, the HP P4000 G2 could scale performance and capacity on-line.

Also, the ADC team explained how Thin Provisioning allocates space only as data is actually written without requiring pre-allocation of storage. This raises the overall utilization and efficiency of the HP SAN and reduces costs that ultimately increases the ROI.

»» THE SOLUTION BENEFITS

For an entire network of city departments, minimal down-time, higher service levels and cost savings are critical factors to ensure smooth operations of city business. American Digital was able to assist the City of Madison by implementing the HPP4000 SAN solution with fiber connections in

their 2 main data centers. The result was a cost-efficient, scalable storage solution that allows for much improved expansion capabilities and avoids expensive upgrades. The customer was pleased to have achieved true cost savings, minimized down-time and improvement of their File &

Print service levels for their users. IT Manager, Chris Luedert commented, "We couldn't be more pleased with the new Storage Solution or with our American Digital Sales Rep. Steve Larson. Whenever we had a need, Steve's response was immediate and thorough."