

ROI Case Study HPE Vertica Anritsu

351% ROI

Payback 4 months

\$3 million average annual benefit

About Anritsu

- ❑ Telecommunications Company
- ❑ Headquartered in Kanagawa, Japan
- ❑ Offices in 22 global countries
- ❑ In business over 120 years
- ❑ Offering a range of products and services to communication providers
- ❑ Foundation in measuring instrument business, providing products and services indispensable to the development, manufacture of a range of communication systems
- ❑ Service assurance unit provides products and services which are responsible for ensuring quality communication services are delivered towards 1 billion subscribers

Highlights

- ❑ Anritsu deployed HPE Vertica to replace its previous data storage and analytics platform (Oracle)
- ❑ Enabled Anritsu to handle significantly larger scale data input with a faster response time for analysis
- ❑ Improved ability to target tier 1 telecommunication operators while maintaining SMB client base
- ❑ Much more cost effective than scaling their Oracle system
- ❑ Provided improved performance to execute very complex analytics use cases

Challenge

- ❑ Service assurance business unit in Anritsu started to break into the domain of analytics
- ❑ Data storage need increased exponentially
- ❑ Response times expected by the customers decreased drastically
- ❑ With Oracle, enlarging storage was complicated, consuming, and costly with little performance benefit
- ❑ Needed solution with flexibility to scale both immediately and in the future

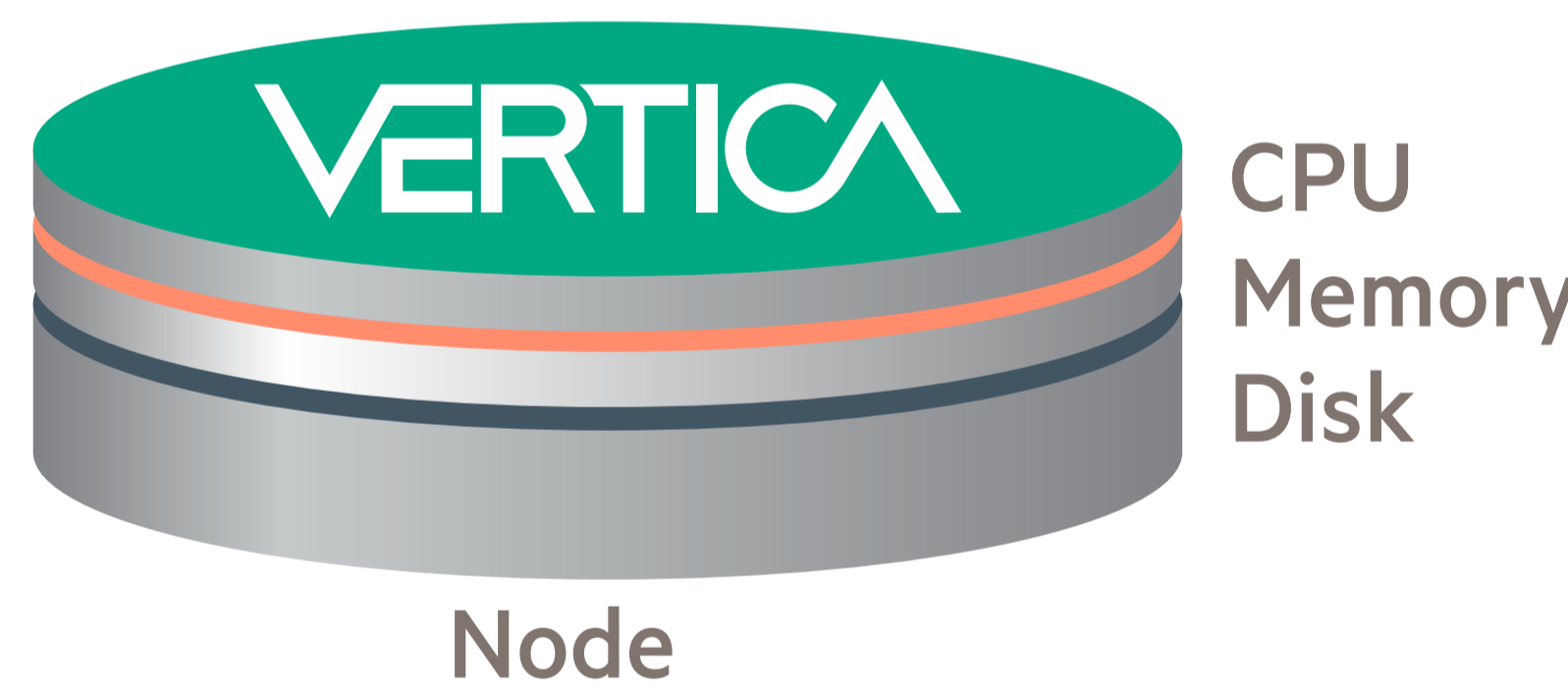
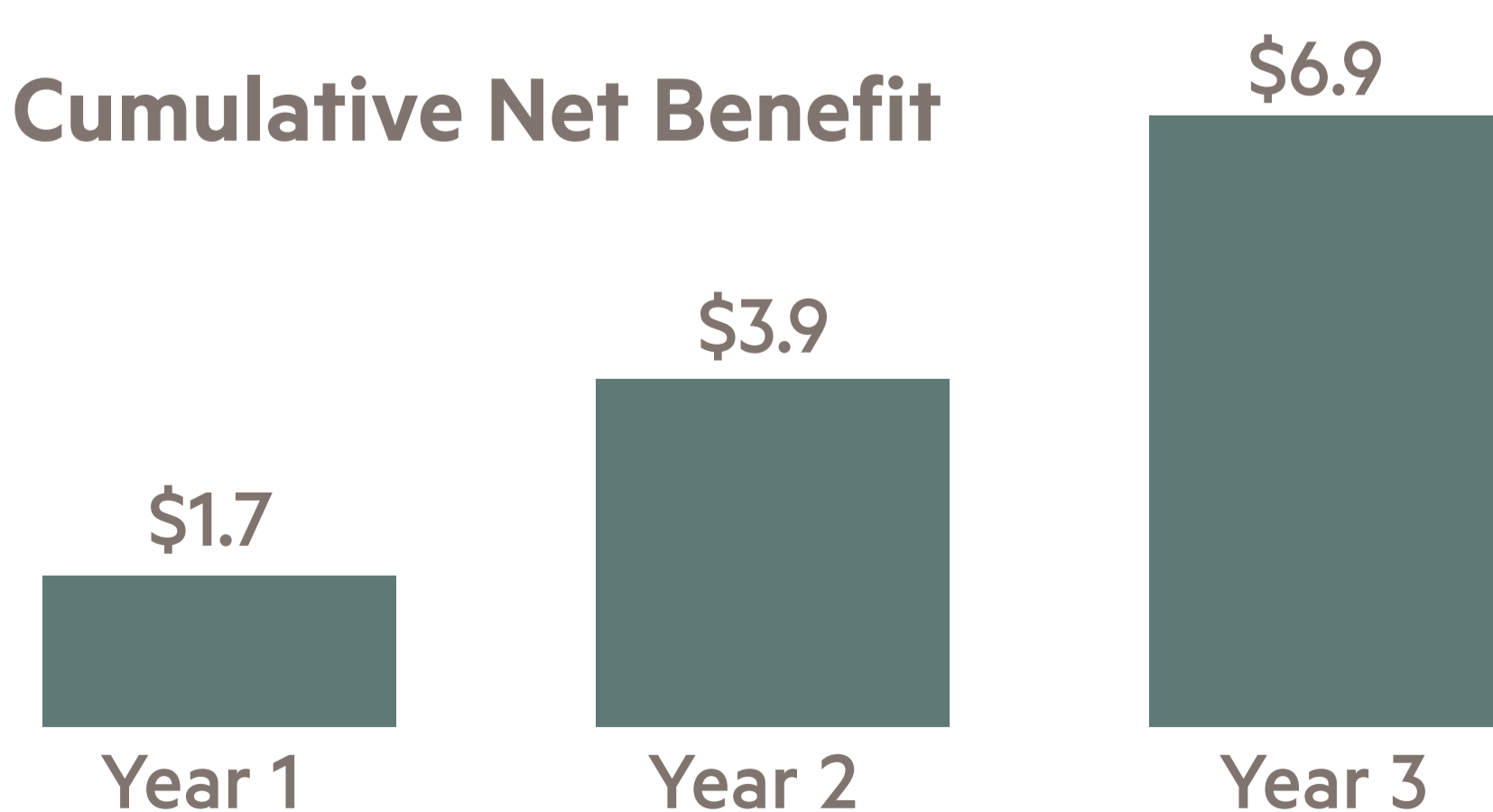


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Cost: Benefit Ratio

Key Benefits

Anritsu's benefits were almost entirely directly from the reduced cost of hardware and software.

- ❑ Avoided large Oracle upgrade costs. By switching to Vertica, Anritsu was able to save over \$2,000,000 per year.
- ❑ Increased employee productivity. Faster deployments allowed Anritsu employees to quickly implement for each customer, increasing the number of customers they can get up and running.
- ❑ Increased customer volume capacity. With Vertica, customers are able to handle much larger volumes of data more easily, decreasing the cost for Anritsu customers and, simultaneously, improving the ability of Anritsu to manage customer requirements.
- ❑ More competitive pricing. Because Vertica is able to handle a greater volume of data at a lower cost than Oracle, Anritsu is able to offer its customers lower prices.



Scalability: Modular design, add or remove nodes with storage, cpu, memory.

Types of Benefits

96%
Direct

4%
Indirect



The company began exploring alternatives to Oracle in late 2012 and chose HPE Vertica based on three key drivers.

- ❑ Scalability: Vertica's modularity easily allows for adding or removing storage/servers. With Oracle, Anritsu risked the need to over-expand at the outset, negatively affecting how they work with their customers. Flexible scaling has had a significant impact on churn prevention.
- ❑ Cost: Oracle's database requires specialized hardware and Vertica can run on a much wider and cheaper range of servers. This cut costs by as much as \$250,000 when comparing equivalent hardware setups for both options, allowing for more competitive pricing to clients.
- ❑ Implementation: Anritsu wanted to get their new solution up and running quickly and found that Vertica offered an accelerated timeline vs. an Oracle upgrade, resulting in a shorter payback period. The transition was smooth and speedy as they were able to use their existing hardware and work directly with the HPE engineers who designed Vertica.

Best Practices

With customers around the world, Anritsu wanted to grow their business significantly through new revenue streams and also to prepare for potential future expansion. Vertica is a modular software system that can be increased by a simple addition of servers. This feature benefitted them from the outset. Because they were able to use COTS (Commercial Off-The-Shelf) servers, they did not have to pay for specialized hardware. Additionally, Vertica works with any server, which means Anritsu will be able to choose which server they want and exactly how many to buy if they expand again. Its versatility and easy scalability ensure that they will not need to go through another similar upgrade process in the future, ultimately reducing customer churn and leading to smoother growth.