

# A Winning Combination: Iron DNA and IT Managed Services

NS Solutions uses Dell Technologies APEX Flex on Demand to meet new customer needs and reduce IT builds from four months to two months.

Customer profile



**NS Solutions**  
IT Services | Japan



## Business needs

NS Solutions, a division of Nippon Steel Corporation in Japan, meets customer needs for on-premise cloud IT infrastructure with a newly launched managed services solution, “absonne@customer” within the absonne portfolio. Enabled by Dell Technologies APEX Flex on Demand and VxRail, NS Solutions is “pioneering new possibilities”.

## Business results

- Reduces the time required to build infrastructure from approximately four months to two months
- Decreases the cost exposure risk with high degrees of flexibility
- Enables efficient maintenance, operation and management of infrastructure installed at customer sites



“Without the APEX Flex on Demand model, I think it would have been very difficult to meet the unique needs of our customers so effectively.”

### **Kazuhiro Onodera**

General Manager of the Cloud Solutions Department, Cloud Platform Division, in the IT Infrastructure Solutions Bureau of NS Solutions Corporation

## Solutions at a glance

- [APEX Flex on Demand](#)
- [VxRail](#)
- [Hyper converged infrastructure \(HCI\)](#)

NS Solutions, a group company of Nippon Steel Corporation, has a big purpose, “Together, we are thinking about the future and opening up new possibilities for society with technology and passion.” Takashi Oshiro, Executive Director and Senior Vice President, NS Solutions Corporation states “As our purpose states, we place great emphasis on being with our customers. We would like to contribute to our customers’ growth in the role of a First DX Partner.” The absonne solution portfolio supports that purpose. It is a cloud solution that allows customers to utilize managed services with infrastructure equipment in NS Solutions’ data center. Across industries and most notably in manufacturing, finance, telecommunications and public service, customers are rapidly adopting cloud solutions. However, a new model is needed to address data proximity and security, low latency and IT administration needs.

Thus, to further progress its purpose, NS Solutions wanted to launch “absonne@customer” into the absonne solution portfolio and provide easy-to-use, scalable technology to customers without the burden of IT administration and management tasks. The solution provides on-premise data options with low latency, allowing customers to focus on core business priorities. In addition, customers also needed shorter-term IT models such as using the cloud.

With Dell Technologies APEX Flex on Demand and VxRail, NS Solutions found the perfect combination of cloud and on-premises service in a consumption model that also allowed a financially attractive shift from CapEx to OpEx. APEX Flex on Demand and VxRail helped NS Solutions reduce the time to build infrastructure from four months to two months, decrease cost exposure from short-term cancellations and realize efficient infrastructure management at customer sites. Catalyzed by Dell Technologies, NS Solutions launched a novel offering “absonne@customer solution” within the absonne solution portfolio.

## The cloud, reinvented

NS Solutions’ customers are shifting to the cloud at a very rapid pace. As this transition is underway, NS Solutions has recognized there are systematic advantages of being close to data sources and there is information that can’t be taken to the cloud due to security requirements or asset protection. In addition, elevated customer needs demand low latency. For customers that need a platform to fit these specific requirements, a managed service is the ideal and unique solution. Thus, NS Solutions launched



“I was impressed by APEX Flex on Demand’s fast infrastructure setup speed. Customers need on-premise IT with managed services with quick delivery speed.”

### **Makoto Naito**

Group 1 Leader of the Cloud Solution Department,  
Cloud Platform Division in the IT Infrastructure  
Solutions Bureau of NS Solutions Corporation



“absonne@customer” into the absonne solution portfolio based on the agility, simplicity and cost control of APEX Flex on Demand and VxRail.

“APEX Flex on Demand has made it possible for us to include a selection of short-term contracts ranging from one to three years. In addition, after exceeding a certain amount of usage we were able to create a model in which we charge customers for backup storage according to the amount they use,” states Makoto Naito, Group 1 Leader of the Cloud Solution Department, Cloud Platform Division in the IT Infrastructure Solutions Bureau of NS Solutions.

“Without APEX Flex on Demand, it would have been difficult to implement absonne@customer. It’s been transformational. And a key factor of success was the close cooperation between our company and Dell Technologies,” says Kazuhiro Onodera, General Manager of the Cloud Solutions Department, Cloud Platform Division, in the IT Infrastructure Solutions Bureau of NS Solutions.

## Speeds infrastructure builds from 2 months to a week

To quickly meet customer requests, NS Solutions needed to accelerate customer-specific infrastructure development. The adoption of Dell VxRail enabled NS Solutions to reduce build times from about four months to around two months due to ready access to technology. Build times are measured from the time the hardware is ready to when the virtual machines are up and running.

“I was impressed by the fast infrastructure setup speed,” Naito states, “Customers want to enjoy the benefits of cloud service while focusing on the provision of on-premise, so the speed of delivery is particularly important in terms of procurement.”

## Removing cost and management burdens for customers

One big benefit for users of absonne@customer is removing the burden of IT management and operational tasks. NS Solutions managed service handles those tasks, freeing up customer resources for other business priorities. Also, fewer personnel were needed for infrastructure set-up, facilitating a reduction from two system engineers for sever and storage to one engineer due to VxRail’s hyper converged infrastructure. The entire IT environment is managed from a single console and updates can be performed remotely. Additionally, and most significantly in the manufacturing and financial industries, the security benefits and proximity to data sources provide a powerful business advantage.

In terms of costs, customers do not need to manage a CapEx buy-out approach, instead using an OpEx consumption model and paying only for what is used. Although absonne@customer



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is a managed service, it is still required to have the same degree of freedom and flexibility as an on-premise service, so the adaptability – and value -- to customers are very high.

“We want to meet the needs of our customers while keeping the cost burden low. So, we decided that Dell Technologies’ APEX Flex on Demand would be an ideal fit. Then, we ran cost simulations and saw the financial advantages over a buy-out model,” shares Onodera.

## Iron DNA

The absonne solution is celebrating over 15 years in the market and keeps expanding as customer needs emerge. With the parent company Nippon Steel Company, NS Solutions has a strong understanding and presence in the manufacturing sector. Expertise in collecting and managing data from large manufacturing sites with many devices and a laboratory for AI technology gives NS Solutions a competitive edge.

At NS Solutions, this is often referred to as “iron DNA”. In addition to expertise in manufacturing capabilities, NS Solutions understands first-hand how to maintain stable operations in a 24/7/365 environment – across manufacturing and the IT infrastructure that supports it. In manufacturing, uptime and safety are critical and NS Solutions’ iron DNA applies these same principles to IT.

“We have enhanced our services to include the absonne@ customer. Without the APEX Flex on Demand model, I think it would have been very difficult to meet our customers’ needs so effectively,” states Onodera. “We deliver quality to our customers and, in turn, require quality from our vendors. Year after year, Dell has delivered state-of-art technology with unwavering quality, helping us meet the important and dynamic needs of our customers. It’s truly a win-win-win.” says Takashi Oshiro, Executive Director and Senior Vice President, NS Solutions Corporation.