

Transforming IT through cloud repatriation

Japanese telecom and media provider NTT Plala migrates from the public cloud to cost-effective, in-house Dell EMC storage for its 2.2 billion-plus files



Media & Entertainment

Japan

Business needs

NTT Plala found storing data on a public cloud infrastructure costly. The company wanted to migrate back to a controlled, on-premises environment and looked for a solution capable of delivering a lower total cost of ownership (TCO) as well as 24/7 availability.

Solutions at a glance

- [Dell EMC ECS appliances](#)
- [Dell EMC PowerEdge servers](#)

Business results

- Reduces storage TCO significantly
- Ensures round-the-clock availability
- Drives new service development
- Avoids disruption to the existing file upload system

“The switch from cloud storage to a storage platform built with Dell EMC ECS appliances has delivered a significant reduction in our costs.”

Minenobu Ohashi

Manager, Network Maintenance Division, Technology Head Office, NTT Plala

NTT Plala provides internet-based telecommunications and media services in Japan, with over 3 million people signed up for its 24/7 video distribution service, Hikari TV. The company was seeking a more cost-effective method for storing video content. Minenobu Ohashi, manager of the Network Maintenance Division and part of the Technology Head Office at NTT Plala, comments, “Our previous approach was to store content in the public cloud. This approach was very costly, and we thought we could find a better, less expensive storage method.”

Public cloud repatriation

NTT Plala looked to migrate its storage platform from the cloud to an on-premises infrastructure. Ohashi states, “Our needs are predictable, so it makes sense for us to use on-premises servers and storage.” With a private cloud solution, NTT Plala would ensure better continuity planning. “By bringing the storage platform back in-house, we could exert total control across the system,” adds Hirofumi Hashiguchi, who works in the Network Maintenance Division at NTT Plala.

Ensuring 24/7, high availability

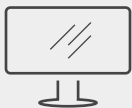
NTT Plala chose Dell EMC ECS to meet its storage requirements. Hashiguchi claims, “The only solution that was capable of delivering exactly what we needed was the Dell EMC ECS appliance.” ECS could effectively support the 2.2 billion-plus files that NTT Plala needed to store while preventing performance degradation. In addition,

ECS’s built-in redundancy would ensure 24/7 data availability. NTT Plala implemented two ECS appliances across two data centers, providing 3 petabytes (PB) of storage capacity in total. The company also installed two Dell EMC PowerEdge servers to act as cache servers.

“Our cloud system used the object storage service, and for the on-premises solution, we chose object storage that used the same HTTP protocols for file retrieval. As a result, the existing file upload programs could still be used, with very little disruption to the existing system,” says Ohashi.

Significant cost reduction

With ECS, NTT Plala achieved a more cost-effective means to store video content while maintaining consistent availability. What’s more, the company expects the Dell EMC solution to return the original investment in no time. Ohashi suggests, “The switch from cloud storage to a storage platform built with Dell EMC ECS appliances has delivered a significant reduction in our costs. Once we get our storage platform fully integrated into our system infrastructure, we can look beyond video distribution services and start to provide other services using this storage solution.”



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