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# Pansky Technology: Innovates in Transforming from Big Power to Strong Player, and Works with Dell to Reshape the Future

—Pansky Technology Group Collaborates with Dell Based on Compellent Fluid Data Storage Solution

## Background: Pansky Technology Group targets at the IT construction of service industry and completely joins hands with Dell based on Compellent Fluid Data Storage Solution

The service industry always represents the most strategic economic industry when a country enters into the economic boom phase, and plays a particularly significant role in the national economy. In Beijing, for example, it was the first time for the service industry size to exceed one trillion and account for more than 70% of the local aggregate economic output in 2010. However, the transformation from the large industrial scale to the strong industrial strength has become the focus of the whole society amidst the ever-increasing proportion and output value of service industry in China. To this end, Pansky Technology Group ("Pansky Technology") puts forward the idea of Human Power for Scale and Innovation for Strength, targets at the IT construction of service industry, and works with the global IT leader – Dell to help those service companies obtain insights, start with information system storage, center around Compellent Fluid Data Storage Solution, and capitalize on a practical solution for IT innovation.

Pansky Technology, as China's leading IT solution and professional service provider, has been committed to offering Chinese service companies the effective IT solutions since the foundation in 1994. Over years of growth, Pansky Technology has owned tens of thousands of loyal customers in the important service industries such as real estate and financing, and spread the great influence throughout the country. When it

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### Success story:

In the practice, Pansky Technology and Dell fast collaborate based on Compellent storage system and finally are well recognized by customers. For example, Pansky Technology has empowered real estate service customers to quickly update IT storage system through Dell Compellent storage system solution. During the collaboration, Pansky Technology leverages its strong marketing development capability to assume the solution sales, customer resource management, early IT system survey, and feasibility analysis of relevant service level; while Dell is responsible for the storage system planning, development and deployment of Compellent system solution, and subsequent technical support service and training.

### Effect:

Today, Pansky Technology has made close collaboration with Dell in the service industry. After the widespread applications in many service companies, Dell Compellent Storage Solution has effectively solved issues such as higher construction and operation cost of IT storage system, inflexible resource allocation, impossible intelligent data movement, direct performance restriction due to disk group, impossible dynamic capacity, highly total power consumption, etc. In brief, Dell Compellent Storage Solution paves the way for large service customers to burgeon into powerful companies, which fosters a new level of collaboration between Pansky Technology and Dell.

### Benefit:

As a result, Dell Compellent Storage Solution has enable the end customer's IT engineers to increase over 10 times than ever before and save 90% of time and efforts at least; In terms of storage, the solution helps the end customer cut 50%-60% of TCO; and in terms of data security, the continuous data protection function instantly recovers any logically corrupted data in less than one minute around the clock, improving security of system data up to 200%.



provides IT services to customers in the service industry, Pansky Technology has come to find out the common and ubiquitous IT storage issues, including:

- 1) The automated tiered storage could not be realized, so it is very necessary to improve the optimization capability of storage system.
- 2) The deep coupling of storage architecture and interface technology could not freely support high-performance disks like Solid-State Disk (SSD), or conduct customized storage configuration of multiple applications.
- 3) The weak data security guarantee could not secure the around-the-clock, instant data recovery.
- 4) Due to direct restriction of disk group, the storage performance could not realize the data concurrent access in the data block level.
- 5) The limited lifecycle could not ensure the sustainable, fast development.

To address those issues, Pansky Technology insists on the general principle of effective, intensive, and scientific development, and finally decides to partner with Dell to adopt Dell Compellent Fluid Data Storage Solution, which allows service companies to realize the intelligent information storage and consequently lay IT foundation for the service industry to develop into a strong power from a big industry.

## **Challenges: The storage solutions are supposed to break with the convention, while the partners shall provide the one-stop comprehensive service.**

The collaboration idea of Pansky Technology and Dell is to be based on Compellent Fluid Data Storage Solution, carry out complete cooperation in the areas such as virtualization and cloud computing, and aim at helping service companies consistently grow and succeed from large scale to strong strength through IT applications. In fact, what Pansky Technology really wants is both the solution that helps large-scale service companies develop into stronger service providers and the partners that boast the continuous innovation capability. As a result, Pansky Technology wishes that Dell Compellent Fluid Data Storage Solution should defy the convention in the reality and enable service companies to make the leapfrog development. Meanwhile, Pansky Technology also requires that the partners should always think of issues from the perspective of the end customer and provide the one-stop technical support service through the best-of-breed IT technologies and talents.

### **➤ Storage solution: Goes beyond convention**

Traditional storage solutions have the following deficiencies: in terms of financing cost, they have higher costs in both initial construction phase and subsequent operation phase. In terms of resource allocation, they could not completely automate the best resource allocation and conduct intelligent data movement. In terms of performance, they are based on disk group architecture, so the performance is directly restricted and cannot maximize the performance expansion. In terms of power saving, they cannot automatically streamline resources, so the total power consumption is very high. In a word, breakthrough means addressing those issues above, therefore, it is a logical choice to adopt the tiered storage system of data block level to deal with disadvantages of traditional storage.



Meanwhile, Dell Compellent Storage System shall make the following breakthrough:

- 1) Compellent storage solution should feature continuous data recovery capability that instantly recovers any logically corrupted data in less than one minute.
- 2) Compellent storage solution should enable the customer's engineers to fast complete the planning, create the long-term larger logical space in the limited physical storage, and ensure non-stop devices and applications during the expansion.
- 3) The entire storage architecture of new storage solution should completely separate from hard disk interface, freeing storage platform development from restriction of disk interface.

#### ➤ **Partners: Provide one-stop technical support service**

The one-stop service means that the partners should provide the complete technical support throughout early-term planning, medium-term implementation and later-term maintenance, and enable Pansky Technology to enjoy the effective, manufacturer-level support in the whole project period.

To be specific:

- 1) In the early planning phase, the partners shall empower Pansky Technology to complete multiple project items, such as assessment of original storage system, planning of entire solution, and calculation of software and hardware cost, etc.
- 2) In the medium-term implementation phase, the partners shall provide the comprehensive service ranging from project management to system deployment.
- 3) In the subsequent maintenance phase, the partners shall offer a wide range of professional services, including hardware device warranty, software technical support, system training, etc.

### **Success story: With the aid of the outstanding market development and excellent Compellent storage system, Pansky Technology works with Dell to win the trust of customers in the service industry.**

In the practice, Pansky Technology and Dell fast collaborate based on Compellent storage system and finally are recognized by customers. For example, Pansky Technology has empowered real estate service customers to quickly update IT storage system through Dell Compellent storage system solution. During the collaboration, Pansky Technology leverages its strong marketing development capability to assume the solution sales, customer resource management, early IT system survey, and feasibility analysis of relevant service level; while Dell is responsible for the storage system planning, development and deployment of Compellent system solution, and subsequent technical support service and training.

The following case introduces that a real estate service customer ("end customer") cooperates with Pansky Technology to update its internal IT storage system through Dell Compellent Storage System. The detail is as follows:

#### ➤ **Storage system**

The end customer introduces three suites of Dell Compellent Storage Center 4.0: two deployed in data production center, one deployed in remote disaster recovery data center. In terms of configuration and

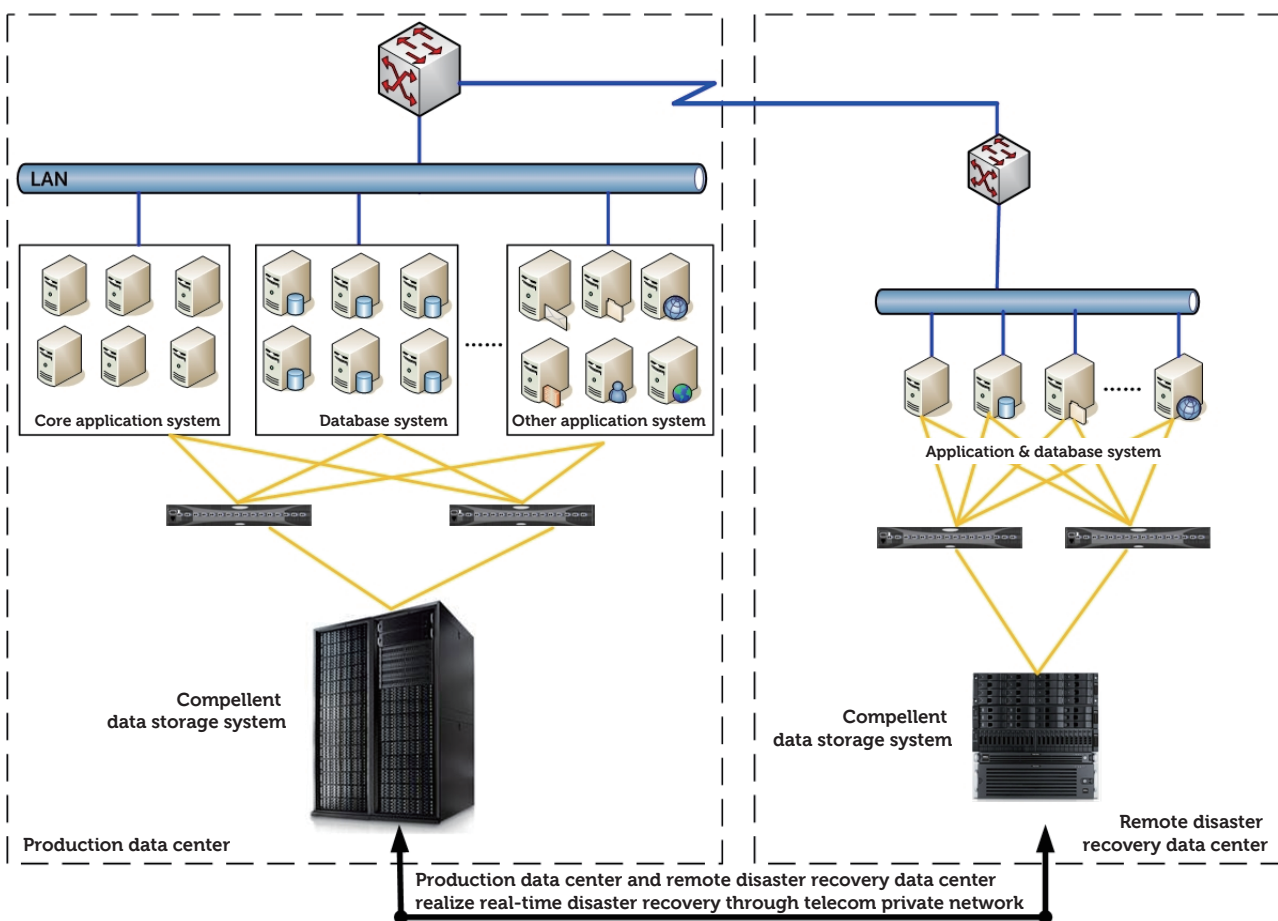


operation, each Dell Compellent Storage Center 4.0 has two storage controllers which provide services externally in Active/Active mode. In terms of capacity, each Dell Compellent Storage Center 4.0 is equipped with 36 fiber-channel drives and 72 SAS drives to total approximately 100TB capacity of production system. In terms of software, Dell allows Pansky to provide the end customer with comprehensive solution software, including Data Progression, Data Instant Replay, and Dynamic Capacity.

### ➤ Service application

Dell Compellent Storage Center 4.0 above delivers data storage service to dozen of the customer's applications, including: house agency system, house lease management system, house sales system, luxury house lease/ sales system, public-unit house consulting system, transaction management system, certificate processing consulting system, mortgage loan inquiry and management system, real estate investment consulting system, business complex sales/ lease system, office building sales/ lease and commercial house management system, idle house information management system, sales agency system for enterprise creditor's house, etc.

### System Topology Figure of the End Customer's IT Integrated Application and Database Platform





## **Result: By laying IT foundation for service customers to develop from a large scale to strong strength, Pansky Technology and Dell together work for a brighter future.**

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In the practice, Dell Compellent Storage Solution has been highly recognized by the end customer.

- 1) Better intelligence than anticipated: In the past, the end customer's engineers devoted more human resources in storage system planning, implementation and deployment, and optimization and adjustment, which was indeed a troublesome, strenuous, and unsatisfied task. With Dell Compellent Storage Solution, those engineers only focus on the acceptance of storage system without need of concerning with resource allocation optimization, which increases their productivity over 10 times higher than ever before, and saves 90% of time and efforts at least.
- 2) Advanced design and impressive performance: Dell's advanced Compellent storage architecture not only supports high-speed fiber channel drive, SSD, low-cost SATA drive, and cost-effective SAS drive, but also provides data read speed in flash memory level.
- 3) High intensity, good scalability, reliable security and ease to us: In terms of storage, Compellent helps the end customer cut 50%-60% of TCO; in terms of data security, the continuous data protection function instantly recovers any logically corrupted data in less than one minute around the clock, improving security of system data up to 200%; in terms of flexibility, Dynamic Capacity™ enables the end customer to create the long-term larger logical space in the limited physical storage, and complete seamless volume expansion without downtime.
- 4) Forward-looking, proactive feature: Compellent adopts the technical architecture independent of hard disk interface, which allows the end customer's IT department to leverage the latest hardware storage technology in a timely manner, and eliminate the need of replacing any storage component to effectively protect the original investment.

In the future, Pansky Technology and Dell will further deepen their collaboration from Compellent Fluid Data Storage Solution to IT virtualization, cloud computing and other areas, opening unlimited possibilities for their development.

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