

## Korea Telecom Freetel (KTF)



### EMC Residency practice helps KTF achieve system automation and virtualization

After the launch of its PCS service in 1997, Korea Telecom Freetel (KTF) acquired an unprecedented 9 million subscribers in its first three years. Within a decade, it built a strong customer base of 12.3 million subscribers in the country. It is now aggressively expanding its market share to become one of the world's top-ten mobile communications service providers.

### KTF and EMC partnership

KTF and EMC have a longstanding relationship that began in 1998 following a major server failure that occurred in KTF's computer room that resulted in many hours of server downtime during the Korean Thanksgiving holidays. Although the business impact of the incident was limited, the company realized that the loss of customer data could result in a serious problem for KTF's business and market image. As a result, KTF partnered with EMC to establish a five-stage disaster recovery (DR) plan that included a business continuity and management strategy to ensure that KTF's critical services were available at all times.

### Building on success

KTF has carried its positive experience with EMC into the realm of system automation and virtualization. Seung-Nam Shin, Manager, IT Infra Operation Team, explains: "We are implementing a next-generation billing system. To do this, we have to improve our IT environment through activities such as server abstraction, virtual backup, and data consolidation. We need to focus on system automation and virtualization for economic resource management and cost savings. We expect that EMC's solutions experience will be helpful for us."

### EMC Residency Services: optimizing ROI and leveraging new technology

Adding to KTF's level of trust for EMC is the presence of an EMC® resident for storage infrastructure management. The EMC resident provides the knowledge and expertise to optimize the return on investment (ROI) on EMC products and to make sure that new storage technology is fully leveraged. The resident also provides ongoing assistance on processes, policies, and procedures allowing for improved service levels and best-practice implementation. EMC Residency Services are intended to yield improvements in infrastructure management, operations, or support effectiveness while reducing costs.

### Managing complexity

KTF has a very complicated IT environment with applications such as Tuxedo and Amdocs; operating environments including Solaris8/10, HP-UX, IBM AIX, and Microsoft Windows; and Oracle 10g/9i databases. KTF outsources overall data center operations to NCERTI, the master project manager (PM). EMC, one of the sub PMs, manages a range of EMC products spanning Symmetrix® DMX, CLARiiON®, and Celerra® systems and TimeFinder®, SRDF®, and PowerPath® software. The EMC resident supports all the EMC products amounting to about 95 percent of KTF's 640 TB storage infrastructure.

EMC is unique at KTF because it is managing its own solutions directly. Other vendors in the account use partners to manage their products. KTF is more satisfied with EMC's direct service than the competitors' indirect service. In fact, Korea KTF's critical errors decreased from two to zero per quarter for 2.5 years since they engaged the EMC resident.

KTF's EMC resident handles a complete spectrum of services onsite with deliverables associated with both regular and non-regular activities. The resident is the focal point of contact and coordination for maintenance contracts and other service activities, including post-sales implementation, operations, mid- to long-term planning, and storage infrastructure design. He also serves as a communications channel among KTF, NCERTI (Master PM), and EMC.

As a project manager, the resident is responsible for a host of activities from monthly health checks, NAS and server checking to monitoring EMC ControlCenter® and performance analysis and conducting disciplined DR simulation and testing. The resident also provides weekly, monthly, quarterly, and yearly reports designed to facilitate storage planning, best-practice implementation, and cost reductions.

"We rely on EMC solutions for new services, system management, and DR," says Seung-Nam Shin. "Therefore, KTF almost fully relies on the EMC resident's technical support. The resident implements and operates with a deep understanding of our IT environment and business challenges and thinks and behaves like a KTF employee. We're satisfied with the EMC resident's efforts."

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**Seung-Nam Shin, Manager, IT Infra Operation Team**



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