

CUSTOMER PROFILE

**LG Telecom**

EMC project management and data replication services help mobile operator maintain business continuity through data center move

LG Telecom is a leading South Korean telecommunications and mobile phone operator—and one of the first to launch a commercial 3G mobile telecommunications service. LG Telecom currently serves more than 7.8 million subscribers.

Continued success in South Korea's highly competitive, fast-changing 3G marketplace means never standing still. LG Telecom, which differentiates itself through the quality of its customer service, recognized that it would need a world-class customer relationship management (CRM) and billing system, as well as innovative technology, if it wanted to win new customers, retain existing ones, and support new products and service. That's why, three years ago, the company launched plans for its next-generation customer service and billing system, or nCSBS. EMC® Global Services was brought in to help facilitate the success of this major initiative.

Building a new customer service and billing system

LG Telecom's new customer service and billing system needed to be able to support a wide range of services and service bundles for new and existing customers, as well as provide consolidated customer data for better service. It also had to be flexible enough to support new offerings and billing models, for example, planned-for services between a customer's mobile and wired phone.

"Our old system was client-server-based, voice-call based, and product-oriented," says Changhyoun Yoon, General Manager of the IT Architecture Team. "We needed our next-generation customer service system to be a web-based system able to support multiple types of services to improve the customer's convenience."

By moving to a service-oriented architecture (SOA) and MDM (Master Data Management) architecture, LG Telecom could significantly reduce the time needed for new product introduction, as well as consolidate customer data to provide better service. The new infrastructure would also be able to support growth, while reducing system maintenance costs.

To better protect sensitive customer data, LG Telecom recognized that it also needed to move its data center from its existing IT center to a new facility with more advanced disaster recovery and security capabilities. The challenge then became: how to move terabytes of business-critical data safely to the new data center without impacting the business.

"Relocating a data center is quite risky and difficult," says Changhyoun Yoon. "To do this successfully we made careful preparations and simulations applying all of our IT competencies. We also fully used EMC project management and remote and local replication solutions."

It was LG Telecom's experience with EMC's problem-solving abilities and quality service, as much as its replication and migration technologies, that led it to choose EMC Global Services as its data center migration partner.

"EMC's service competency and superiority were already well known to us," says Changhyoun Yoon. "If a problem occurs, we get support not only from EMC Korea, but also EMC Corporate in less than one hour."

LG Telecom's IT organization program managed the overall project, and EMC Global Services managed the replication, migration, and verification of the customer and billing data, which resided on both EMC storage and heterogeneous storage. All of this was done while maintaining business continuity.

Continuous service during data center relocation

After LG Telecom prepared critical information for migration, EMC Global Services made several copies for testing and simulation prior to actual migration.

"EMC structured dozens of terabytes of existing data as several databases, using data replication and migration tools," says Changhyoun Yoon. "EMC minimized risk by replicating all of our data."

The team used EMC SRDF® software for high-end storage replication and EMC TimeFinder® local replication software to maintain business continuity within the EMC Symmetrix® storage environment. EMC SnapView™ provided local replication of mid-range EMC storage, and EMC Open Migrator/LM was used to migrate data from heterogeneous sources. EMC PowerPath® software provided failover and load balancing functionality.

"EMC's remote and local replication capabilities provided us with a range of data protection and replicating modes and models suitable for our business and IT environment," says Changhyoun Yoon. "All together, EMC and LG Telecom conducted 14 data transfer tests and 10 consolidation tests using EMC solutions before the migration."

The result of the LG Telecom and EMC Global Services partnership was a flawless data center migration—without loss of data, business disruption, or customer impact.

"Safe migration of data was the top priority," says Changhyoun Yoon. "EMC not only maintained its reputation as an IT industry leader, but also performed well as an excellent project manager of heterogeneous vendors, managing all inspection and verification."

Positioned for even greater success

Now LG Telecom has a new nCSBS system capable of handling 300 billion KRW (~\$200 million USD) in billings each month. The system provides a consolidated view of customers and supports a wide variety of new products, services, and fee systems. In addition, the mobile services provider has a highly improved storage infrastructure, with the ability to handle up to 300 TB of data.

The company is also well positioned to drive new projects to ensure cost-effective disaster recovery, further protect customer information, and achieve still greater TCO savings, while continuing to expand offerings and improve customer service.

"LG Telecom is more competitive than ever," concludes Changhyoun Yoon.

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Changhyoun Yoon
General Manager of the IT Architecture Team



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