



EDS Launches Mobile Information Protection with NetApp Inside Distributed Backup Solution

“NetApp understood that we were pursuing a business strategy, not a technology strategy. That was a big differentiator from other storage vendors that we considered.”

SANDI SCULLEN
Executive Director for Intelligent Storage Services
EDS

Key Highlights

- **INDUSTRY**
IT outsourcing
- **LOCATION**
Plano, Texas
- **KEY BUSINESS CHALLENGES**
Develop viable business plan
Manage risk
Enable low cost of entry
Meet rapid rollout deadlines
- **KEY BUSINESS SOLUTIONS**
NetApp FAS systems
NetApp NearStore® system
NetApp Financial Solutions
Connected DataProtector/
PC software
- **KEY BUSINESS BENEFITS**
Rapid, successful service launch
Risk sharing through usage-based financing
Complete, integrated solution

The Customer: EDS

EDS (www.eds.com) is the most experienced outsourcing services company in the world. With 130,000 employees, annual revenues in excess of \$20 billion, and a ranking of 80th on the Fortune 100, it provides information technology and business process outsourcing services as well as consulting services to leading corporations and governments in 60 countries. Information management and storage are critical to EDS—the company manages over 10PB of storage, more than three million desktops, and 65,000 enterprise servers in 189 data centers around the globe.

The Challenge: Develop a New Market for Laptop and Desktop PC Backup

Following the success of an “on-demand” storage offering, EDS wanted to expand into a new market segment: managed backup and recovery services for PCs and related mobile devices such as laptops and personal digital assistants (PDAs). Sandi Scullen, executive director for the EDS storage portfolio, explains, “PCs and mobile devices are often overlooked when IT departments create backup policies, yet protecting such data—whether from device failure, viruses, or theft while traveling—is becoming more and more important as employees are increasingly mobile. That’s even more evident now as the U.S. and other governments impose tough new regulations covering data protection.”

Turning this concept into a new business for EDS presented several challenges. Although EDS was confident there was a need for such a service, the company was not sure how many firms would invest in it in a down market. EDS wanted to structure an offering that allowed its clients to use the service without incurring heavy up-front outlays and could be launched worldwide in a very tight timeline.

The Solution: Network Appliance Provides a Total Business Solution

Network Appliance was chosen by EDS to help design and rapidly build a global appliance solution to support the new service. “Network Appliance is one of several top storage vendors we work with,” comments Scullen. “EDS has successfully deployed over a petabyte of NetApp storage, and its simplicity works well for many of our needs. But for this project, we took a fresh look. NetApp stood out because it offered much more than just storage. One of the most significant contributions by NetApp was the willingness of its financing group to team with us in the development of a usage-based financing model. This approach allows EDS and NetApp to jointly invest in the service, which reduces the cost of entry for our clients and makes it easy for our customers to subscribe.”

NetApp began rolling out the new infrastructure within two weeks of contract signing, completing the deployment of 14 centers in the U.S., Canada, Europe, and Australia with a total capacity of over 250TB in just 45 days. The implementation currently includes five fabric-attached storage (FAS) systems and 15 high-capacity

CUSTOMER SUCCESS STORY

Network Appliance storage solutions offer customers seamless data management, simplified backup and recovery, and effortless remote office access to data at the lowest total cost of ownership.

NearStore nearline storage systems. Connected DataProtector/PC software is used to manage backup operations from user devices to the NetApp FAS and NearStore systems.

Business Benefits: Rapid Global Adoption of a Successful New Service

The new Mobile Information Protection Service is off to a promising start. Within a month and a half of the launch EDS was supporting 50,000 seats in 48 countries worldwide. Recognizing the need to protect corporate information assets and to provide end-user convenience, EDS is deploying the same solution internally to support 100,000 desktops used by EDS employees.

NetApp's focus on business issues has been especially important to the success of the offering. "Throughout the development and deployment process, NetApp was consistently open to finding workable solutions to the inevitable hurdles that arise in developing a new market offering," notes Scullen. "A critical differentiator was the willingness of NetApp to share some of the risk in deploying this service. None of the other vendors we talked to demonstrated this level of commitment to partnering with us and

ensuring the success of our new offering. Throughout the whole process, I don't think we ever discussed the device types or the technology in the solution design. We focused on the needs of the business and had our engineering people perform due diligence on the technology. To a business leader, that's refreshing."

NetApp Financial Solutions (NAFS), a full-service leasing organization, teamed with EDS to create a user-based pricing model that allows EDS customers to sign up for the service on a per user/per month basis with charges adjusted based on the extent of service provided. Usage-based pricing has been key to the success of the Mobile Information Protection Service because it removes many of the obstacles and objections normally associated with new market offerings. With the help of NetApp, EDS is selling a "sticky service" that allows people to try it, like it, and then buy it.

The advantages of a fully integrated solution were demonstrated when a major EDS customer decided to sign up for the new service while at the same time migrating its PC users to a new version of Windows®.

Although maintaining full access to data during a Windows 95/98 migration to XP is difficult due to XP's elaborate security features, the entire migration was quick and completely transparent to end users. NetApp installed a networked storage solution into the centers EDS established for the service and had it up and running in a few hours rather than days. Files were backed up from desktop users' old Windows systems using the Connected DataProtector/PC software, new PCs with Windows XP were issued, and users logged back in and accessed their data without incident.

Given the speed and creativity with which EDS and NetApp are meeting challenges, Scullen was asked to describe her level of confidence in the commitment of NetApp to the business going forward. She answered with a single word: "High."

Unleash the Power of Information

See how Network Appliance can bring highly scalable data management and disaster recovery solutions to your enterprise network. Visit our Web site at www.netapp.com and let us show you what "The evolution of storage™" can mean for your business.

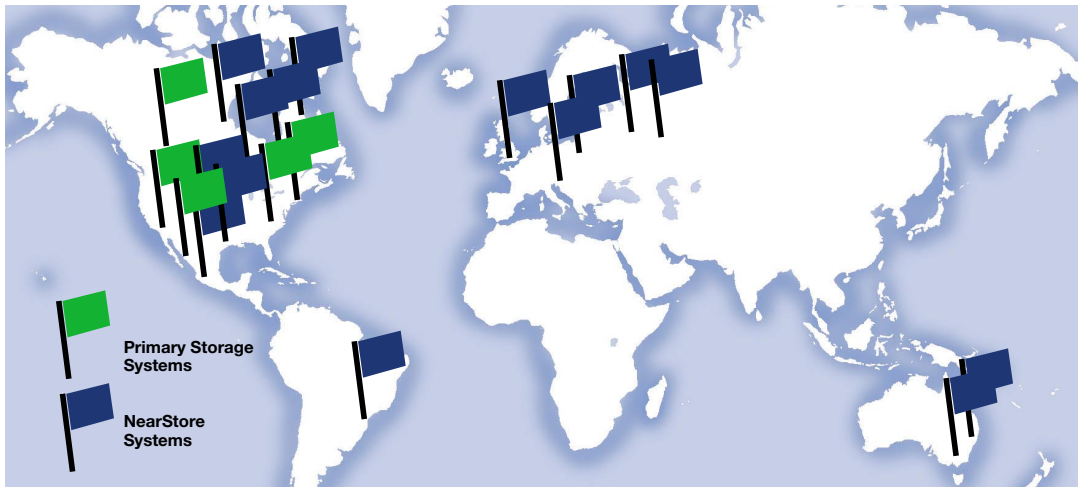


Figure 1) EDS Mobile Information Protection Service points of presence.

EDS relies on NetApp to provide a total capacity of over 250TB to support the global service. EDS manages backup operations from user devices in 48 countries to NetApp primary and secondary storage systems in the U.S., Canada, Europe, and Australia.



Network Appliance, Inc.
495 East Java Drive
Sunnyvale, CA 94089
www.netapp.com

© 2004 Network Appliance, Inc. All rights reserved. Specifications subject to change without notice. NetApp, the Network Appliance logo, and NearStore are registered trademarks and Network Appliance and The evolution of storage are trademarks of Network Appliance, Inc. in the U.S. and other countries. Windows is a registered trademark of Microsoft Corporation. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such. **CSS-4088-0404**