CISCO

Going Digital Starts with Data Center Transformation

"Becoming a digital company starts with transforming the data center."

Indranil Sengupta
Vice President of Product Engineering and Operations
NTT America

NTT Communications

Industry
Information Communications Technology

Location
Headquartered in Tokyo, Japan, with significant operations in the United States, Europe, India, APAC and Australia

Number of employees
20,000+ staff

Challenge

- Wanted a new business and IT model to get ahead in the cloud services market.
- Needed a data center with a focus on greater security and performance, while also attracting enterprise-class customers.

Solution

- Using Cisco Application Centric Infrastructure to modernize the data center for customers operating in today's digital world

Results

- Infrastructure scale-out times reduced by 40%
- Service set-up times reduced from hours to minutes
- Customers onboarding in three days or less

Taking Advantage of Shifts in the Market

Global service provider NTT Group has reached a top 50 ranking among the Fortune Global 500. For NTT Communications (NTT Com), its division providing end-to-end infrastructure management, continuing to contribute to that climb meant navigating a sea change in the market by changing its business and IT model.

Rivals began competing with cheap, off-the-shelf solutions to get into the cloud services market. Seizing an opportunity to get into the game and provide differentiation, The U.S. division of NTT Com began offering a flexible portfolio of managed service offerings tailored to key vertical markets. These offerings would also be able to meet the industry's compliance mandates and regulations. But succeeding in that task meant transforming its data centers with a focus on greater security and performance, while also shifting its strategy to attract enterprise-class customers.

"The data center is the foundation of our business, and we want to keep building on that for the future," said Indranil Sengupta, vice president of product engineering and operations at NTT America, the U.S. division of NTT Com.

Looking around for the right platform to make its move, NTT America consulted

its clients. Almost two-thirds of them had Cisco® products in their data centers, expressing high trust in the brand. Further best-of-breed evidence was the fact that Cisco Application Centric Infrastructure, Cisco's leading SDN solution, offered a much more agile management model over competing industry solutions."

Automation - Reducing Risk and Time to Market

With Cisco ACI, NTT America can quickly set up highly complex data center domains very quickly with few issues. Additionally, the security policies inherent in Cisco's SDN solution also support the multiple compliance needs of NTT America's customers.

"Cisco ACI means applications guide the way the network acts, not the other way around," says Sengupta. "We're able to offer an outstanding customer experience with fewer errors and up to 80 percent better application performance."

NTT America data centers also benefit from Cisco Application Policy Infrastructure Controllers (APIC), allowing IT to rapidly create new policies for reducing risk and time to market. The solution also includes Cisco Nexus and Cisco Application Virtual Switches for always-available access to data and applications.

Assembling Virtually Instant Ecosystems

As well as the ability to offer differentiated services with rapid deployment, this flexible Cisco infrastructure is helping NTT America expand into new markets through simple-to-assemble ecosystems. That's because it's built on open standards.

The ACI fabric plugs easily into third-party platforms, enabling the automation and arrangement of a wider IT services set in a secure multi-tenant environment. Greater network efficiency and IT agility means, for example, new customers can be brought onboard in as little as three days.

ACI has also helped improve network visibility with real-time health checks of hardware and software. Now technical teams can make changes and respond quickly. "Becoming a digital company starts with transforming the data center," says Sengupta. "We are taking that journey with our customers in helping them to digitize their business."

For More Information

To learn more about the Cisco solutions featured in this case study, visit:

www.cisco.com/go/customerstories

www.cisco.com/go/aci

https://www.cisco.com/c/en/us/solutions/data-center-virtualization/application-centric-infrastructure/case-studies.html

Products & Services

· Cisco Application Centric Infrastructure (ACI)

· Cisco Nexus 9000 Series Switches enabled for ACI

· Cisco Application Policy Infrastructure Controller

· Cisco Application Virtual Switch