

# HP storage provides IT health coverage for insurance brokerage firm

HP StorageWorks 600 All-in-One Storage System improves application performance



“People here spend most of their time exchanging information among multiple insurance carriers and our independent insurance agent customers. The HP StorageWorks AiO600 enables the fast, reliable, secure data access essential to making our business run efficiently.”

– Mike Tucker, Director of Information Technology, Zenith Marketing Group

HP customer case study: HP StorageWorks 600 All-in-One Storage System

Industry: Insurance brokerage

## Objective:

A centralized, enterprise solution to meet quickly increasing data-storage needs

## Approach:

Zenith installed the HP StorageWorks 600 All-in-One Storage System (AiO600) – the first step in a long-range storage upgrade, which will include a second AiO600 and replication to a disaster-recovery site

## IT improvements:

- Consolidated and centralized storage capacity from 13 servers, relieving burden on servers and simplifying storage management
- Meets rapidly growing storage demands for Microsoft Exchange e-mail and other applications
- Enables fast, easy provisioning of storage resources to meet changing needs
- Enables faster backups within available window of time
- Provides fast application performance
- Easy, straightforward installation and data migration

## Business benefits:

- Improved application performance enables better customer service
- Consolidation of server-based storage reduces costs and enables faster response to changing business needs
- High-capacity storage solution provides support for company's continued growth



## Exploding demand calls for a new storage policy

Wholesale insurance broker Zenith Marketing Group faced a crisis in storage demand. Headquartered in New Jersey, the company has four offices, 50+ employees – and a one-person IT department. Zenith's IT Director Mike Tucker says, “A year or two ago, Microsoft® Exchange took about 15 GB of storage. Now, everything has graphics content – and demand escalated to 30, 40, and 60 GB. It was getting totally out of hand.”

Each server had its own disk storage, but that was not a long-term solution. “If an application was running out of storage space,” Tucker explains, “the only thing I could do was add disk drives to servers piece-meal. However, that only solved the problem temporarily. We needed more permanent, centralized storage.” Zenith chose the StorageWorks 600 All-in-One Storage System (AiO600) to alleviate storage issues.





