

## Case Study

**Sunrise**

# Overcoming an Outdated Pricing Model

With escalating software costs tied to hardware refreshes, Sunrise needed to ensure ongoing IT environment optimization.

Sunrise Communications Group AG is the largest private telecommunications provider in Switzerland, offering a full range of services across all market segments. Sunrise is the leading non-incumbent operator in both the mobile and landline retail voice markets, as well as the third-largest landline Internet provider with IPTV. With a nationwide state-of-the-art fibre network backbone and full access to the most advanced next-generation access technologies, Sunrise is committed to delivering a best-in-class convergent experience at the best possible price to its 3.3 million customers.

**THE CHALLENGE**

Sunrise's commitment to its customers means that it is constantly seeking ways to add value through ongoing investment and innovation. A 10-member IT team is responsible for all of the company's infrastructure services, including networking, data center, storage, backup and virtualization, in order to facilitate Sunrise's business objectives of providing the highest levels of availability and data security. These services are instrumental in allowing Sunrise to drive the launches of new products and services faster and at a lower cost.

Over the years, Sunrise has changed its storage infrastructure from a direct-to-disk configuration to virtual tape libraries and to its present highly virtualized environment with 1,400 VMs and more than 800 VDI users. As the availability of its systems has to satisfy the 24x7 requirements necessitated by a change in focus to selling via the Internet and through its online presence, Sunrise needed to find a way to do upgrades and testing while minimizing downtime and with minimal windows of opportunity. Sunrise looked for a solution that could quickly and easily meet its changing needs, migrate between commodity storage vendors and overcome the inflexible cost structuring of re-licensing business-critical applications when refreshing its hardware infrastructure. Having been a FalconStor NSS and CDP customer for nearly a decade, Sunrise decided to upgrade its system to one built upon the new FreeStor platform.

"In the past, with the old style storage system we had, the problem was always with the software costs," said Sandor Orban, Technical Lead Infrastructure Services at Sunrise. "The software costs in terms of functionality used to be actually greater than the hardware costs. At the end of a lifecycle, we had to pretty much dump those licenses and re-buy them every time we had a refresh, especially if we changed vendors. And you still had to pay maintenance and support costs because they weren't part of the complete system. That's pretty much wasted money for us.

"Once we implemented FreeStor, we went to a new model where we pay for what we actually use. This pricing model allows us to be more flexible. Hardware is pretty much a commodity for us now. We've taken features from the storage array and put them into the FreeStor virtualization array, allowing us to be more flexible. That's pretty much the key thing - it's about optimizing at the software level. Being able to optimize at that software level with FreeStor has actually saved us a lot of money and will continue to save us a lot of money into the future."



**THE OBJECTIVES**



Drive new product and services launches faster and at a lower cost



Deliver a best-in-class convergent experience at the best possible price to its 3.3 million customers

**THE SOLUTION**

FreeStor’s powerful data services platform allows Sunrise to move, store, protect and manage data in a pay-for-what-is-used flexible pricing model.

FreeStor is the new paradigm in data services. With the brilliance of a single, software-defined platform that works across legacy, modern and virtual environments, IT managers can tap the smartest data solutions from one pane of glass for centralized management and enhanced simplicity. FreeStor lets users turn data services on and off as needed to best fit their business needs – without incurring added costs or constraints of hardware limitations.

This is all possible due to Intelligent Abstraction. FreeStor’s horizontally layered architecture allows data to flow across all platforms, both physical and virtual. Frontend applications and servers link to back-end storage venues to allow optimized data storage, manipulation and protection without concern for protocols. As a result, data services are unified, converged and virtualized – all seamlessly – across all storage environments for increased simplicity, minimal downtime, lower costs and pay only for the capacity used. What’s more, Intelligent Abstraction allows enterprises to combine existing storage infrastructure with new technology for better ROI and less hassle. By leveraging tools IT teams seek with new storage solutions, the promise of the cloud/hybrid cloud, SDS and flash storage are finally within reach.

**THE RESULT**

FreeStor helps Sunrise continue the move to an all-virtualized environment to maximize operational optimization, flexibility of data.

Though Sunrise has progressively increased its virtualization over the years, it still has a substantial number of physical Linux and Windows servers, as well as HP-UX and Solaris in production. Presently, Sunrise’s entire Oracle test and development environment has been virtualized with the company moving towards virtualizing production environments of its Clarify and SAP applications. Early this year, Sunrise implemented a quad-node stretch cluster between its two major data centers to create an HA environment that serves as the basis of its virtual infrastructure. The crosssite clustering was implemented with two FreeStor Management Servers and four FreeStor Storage Servers. This allows

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- Sandor Orban,  
Technical Lead Infrastructure Services,  
Sunrise Communications AG

### The Results

- Business-critical data is protected, latency overhead eliminated, and its data management is simplified
- Increased flexibility to meet changing storage needs based on business demands
- A single software-defined platform that gives it seamless control across legacy, modern and virtual environments.

Sunrise to replicate between geoclusters on an application level in order to provide an additional level of availability regardless of whether there is a site failure or an application failure. With business-critical data protected, latency overhead eliminated, management simplified without the need for specialized training and the flexibility to quickly meet its changing needs, Sunrise now has the single software-defined platform that gives it seamless control across legacy, modern and virtual environments. "The whole point of the FreeStor deployment is that we are looking at providing a complete solution,"-said Orban. "FreeStor helps us to provide infrastructure services that support our business to provide the highest levels of availability and data security. It allows us to support the business by driving faster and lower-cost launches of new products and services. While the future is always changing, we know that FreeStor will be able to help us further optimize our environment, continuing the trend to consolidate and reduce costs without compromising our customer values."

#### About Falconstor

FalconStor Software, Inc (OTCQB: FALC) empowers IT professionals to achieve mastery of their data - an organization's most precious asset - so they can responsibly push the boundaries of what's possible in the digital economy. The company's award-winning flagship solution, FreeStor, is a modern, comprehensive and easy-to-use global data mastery software platform that gives IT professionals centralized data management control across all their resources to reduce operational costs, lower risk, and avoid technology compromises. FalconStor's vendor and hardware-agnostic solutions are designed to work with existing investments across complex environments, including legacy data centers, hyper-converged infrastructure, cloud, and hybrids.

Founded in 2000, FalconStor is headquartered in Austin, Texas and has additional offices in New York, Europe and Asia. Our solutions are available and supported by a vast network of system integrators and resellers. For more information, please visit [www.falconstor.com](http://www.falconstor.com).

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