FUJITSU

Case study
Right-on Co., Ltd.

Data deduplication dramatically reduces storage requirements and time needed for backups. The streamlined backup-and-restore operations enable Right-on Co., Ltd. to improve business continuity and support day-to-day business transactions of their 481 stores across Japan.

The customer

Industry: Retail
HQs: 1-11-1 Azuma, Tsukuba-shi, Ibaraki
JAPAN 305-8503

Right-on

Representative: Tatsuharu Yokouchi
# of employees: 854 (as of August 20th, 2012)
# of stores: 481 (as of August 20th, 2012)
Major business areas:
•Right-on specializes in selling casual-wear, predominantly denim jeans, targeting male and female customers of all ages.
•Nationwide chain stores offering different types of stores depending on the location, i.e. urban street stores or suburban roadside stores. The Right-on stores also can be found inside shopping malls, power centers or station buildings.
Website: http://right-on.co.jp/

The challenge

- Make Right-on's data readily available for quick recovery in the event of disaster.
- Establish a bigger repository to solve storage space shortages for backups.
- Improve the availability and business continuity of the company's SAP solution, in response to the unprecedented Earthquake on March 11, 2011.

The benefit

- The newly upgraded SAP system executes a full backup daily with the ability to maintain up to 7 generations of system backups.   Also, disk-to-disk secondary backups to the Fujitsu Storage ETERNUS CS800 S3 data deduplication appliances can be created. These are performed on a daily basis, making it possible to recover the system from the most recent backup in the event of disaster.
- Data deduplication technology can dramatically reduce storage space requirements by up to 83%, significantly helping ease and simplify the management of ever-growing business data.
- Right-on's business-critical SAP system was rebuilt, upgraded and relocated to the Fujitsu data center. The new ICT infrastructure provides improved availability and robustness, helping keep Right-on's business up and running even during power outages caused by natural disasters.

Overview

Right-on Co., Ltd. (Right-on) is a chain of casual clothing stores located all over Japan.   After the nation was hit by the catastrophic earthquake on March 11, 2011, Right-on began rethinking their business continuity strategies. To tackle existing data protection challenges and achieve higher levels of continuity, Right-on decided to relocate its mission-critical SAP system from the company's server room to Fujitsu's data center. At the same time, the company replaced the aging SAP infrastructure with the latest technologies. The newly upgraded SAP system adopted the Fujitsu Storage ETERNUS DX410 S2 disk array and ETERNUS CS800 S3 data deduplication appliances, and has transformed the way important business data can be secured. Using the OPC (One-Point Copy) function of the DX410 S2, a full backup of all business data can be created everyday (First backup). Following which, seven generations of the backed up data can be copied to the deduplication appliances daily (Second backup). This high-speed daily backup approach enables Right-on to quickly recover the system with minimal RTO if there is an event that causes data loss. Optimal backup efficiency is another benefit of the new system. The adoption of data deduplication technology made it possible to eliminate redundant data and reduce the storage space needed for backups.   With a highly advanced backup-and-restore mechanism supported by Fujitsu's cutting-edge storage solutions, Right-on has developed a strong business continuity strategy to better serve its customers as well as staff members at the 481 stores* nationwide.
(*481 stores - Data as of August 2012)

Customer background

The devastating impact of one of the most terrifying natural disasters in recent history made Right-on rethink the importance of having adequate business continuity plans.

Right-on Co., Ltd. started its business in 1980 with one small jeans store. The company has continued to grow by opening new stores one after another, and now has a large scale retail chain operating 481 stores (as of August 2012) across Japan. Upholding a strong corporate philosophy of "Bringing enrichment and happiness to life through the sale of people's all-time favorite jeans", Right-on is always passionate and committed. This is underpinned with two key objectives; Ensuring the company provides a wide range of casual clothing products to meet the needs of customers of all ages, and ensuring the company creates store designs that provide the whole family a pleasant shopping experience.   In an effort to keep attracting current and new markets

Storage System
■ Fujitsu Storage ETERNUS CS800 S3
■ Fujitsu Storage ETERNUS DX410 S2
■ Fujitsu Storage ETERNUS SN200 Model 600

Servers
■ Fujitsu Server PRIMERGY BX920 S2
■ Fujitsu Server PRIMERGY RX300 S6

Picture. One of the Right-on stores inside a shopping mall

segments, Right-on has been aggressively working on new product development. In particular for private labels ('BACK NUMBER' Right-on's flagship brand), there has been vigorous brand exposure through TV commercials, and specialty stores have been offering a different store formats to the conventional stores. For example, 'CHIME' is Right-on's new brand that specializes in clothes for adult women.

Even though Right-on's business continues to evolve and grow, the company still maintains their bottom-up approach to management. This consistent policy is one factor that drives the company forward and keeps it ahead of the fierce competition in the casual jeans market.

"In today's diverse market, it can be challenging to generate a huge hit. Instead of attempting to increase revenue from a single source, companies should focus on increasing sales across each individual item," says Mr. Junpei Kawasaki, Corporate Officer, Director, Corporate Planning, Right-on Co., Ltd. He continues, "In that sense, it's inevitably important that real-time insights into business operations can be seamlessly communicated to the management. At Right-on, we use SAP solutions to enable managers to capture changing situations at each store and help them make instantaneous and informed decisions. This allows us to drive more efficient business operations. By receiving and reflecting clear directions, our customer-facing employees can make the necessary improvements right away." The business-critical SAP system provides 'real-time' insight into actual business situations. Along with frontline information exchanged at the weekly staff meetings, these are the two key enablers for Right-on to support day-to-day transactions. When the company's SAP system was affected by the Great East Japan Earthquake on March 11th, 2011, Right-on decided to assess the SAP system's availability and evaluate an adequate backup strategy.

Right-on refurbished its aging SAP system being relocated to the Fujitsu data center
Right-on chose to adopt Fujitsu's latest storage offerings that would enable the company to copy seven generations of backup data to the secondary store on a daily basis. This would significantly improve the systems availability and continuity compared to the previous tape-based weekly backups.

On the day of the big earthquake, it was reported that the server racks in Right-on's server room at Tsukuba City, Ibaraki Prefecture had fallen down. Immediately after the report, Fujitsu staff rushed to the disaster site. "Fujitsu's response was very impressive", recalls Mr. Kazuhiro Hamada, System Engineer, Corporate Planning, Right-on Co., Ltd. "The Fujitsu engineers began inspecting the system on the following day, and our business-critical SAP system was recovered and fully functional again within a mere two days."

After having experienced the unexpected disaster, Right-on decided to embark on a new project in December 2011, aiming to relocate the company's aging SAP system to the Fujitsu data center, and replace the old infrastructure to achieve higher levels of reliability and robustness.

Mr. Junpei Kawasaki
Corporate Officer
Director,
Corporate Planning
Right-on Co., Ltd.

When building the new SAP system, Right-on's primary focus was establishing more efficient and effective backup strategies as the company was concerned with the safety and viability of the traditional backup procedures. "Our previous SAP system had the ability to perform and manage backup jobs, but we were just not confident whether the system would be recovered properly or how quickly it was able to recover in the event of an actual disaster. The SAP system is the back bone of the company. If it goes down for any reason, our business activities will stop," Kawasaki explains why Right-on was so keen to look for better backup solutions.

Previously, it needed to run for 45 hours (starting from Friday night to Sunday afternoon) to transfer backup data to tapes and create the second set of data copies. As the company's business data had continued to grow, this time-consuming weekly backup started causing concerns that the job would not be completed in time.

To address these critical challenges in backing up the ever-increasing quantities of data, Fujitsu's latest storage solution was adopted to underpin the new SAP system. Right-on had realized using the high-speed OPC (One-Point Copy) feature of the ETERNUS DX410 S2 disk array, would allow them to perform a daily backup, as well as maintain seven generations of

Mr. Kazuhiro Hamada
System Engineer
Corporate Planning,
Right-on Co., Ltd.

backed up data. At the same time, the company also wanted to execute a second backup (disk-to-disk) on a daily basis. This would be to the secondary storage available on the ETERNUS CS800 S3 data deduplication appliances. With this, the system could be restored from the most recent backup even in the event of data loss. However, issues still remained as the company required full backups of seven generations of data, which is equivalent to as much as 20TB within a single working day. This meant that potential shortages of storage capacity were a major concern, too.

The newly-deployed system for Right-on
Optimized backups and high deduplication efficiency using Fujitsu's cutting-edge storage solutions.

To resolve the challenges and enable the secondary backup to complete within 24 hours, Fujitsu proposed the use of three ETERNUS CS800 S3 entry-model appliances. In addition, 10Gbps high-speed

technology was adopted to connect the backup server and the secure switch. Following which fully-redundant paths between the secure switch and each ETERNUS CS800 S3 unit were deployed, so the 10Gbps capability could be fully utilized.   As the amount of backup data differs depending on the applications, Right-on created a job flow that would help increase backup efficiency.   Moreover, different combinations of backup data types are used to further achieve optimal efficiency when using the storage-side of data deduplication.

The Fujitsu Storage ETERNUS CS800 S3 is an easy-to-use turnkey solution, and can be configured from a standard Web browser, thus it significantly helps reduce the time required to deploy a backup environment. The SAP upgrade project began in April 2012 and the new system went live in October the same year. Utilizing the virtualization technology, Right-on's ICT that previously needed five racks, could now be consolidated into two, greatly reducing data center floor space and costs.   In the new environment, a boot from SAN configuration was deployed using the ETERNUS DX410 S2 disk array and the Fujitsu Server PRIMERGY BX920 S2 blade servers.   The SAN boot environment, combined with the VMware HA feature, has enabled Right-on to perform automated failover of running workloads to a standby server. In doing so, the system availability and continuity has been significantly improved, even in the event of server failure.

Business benefits and future possibilities
Data deduplication reduces storage requirements by 83%, helping to resolve issues associated with storage capacity shortages.
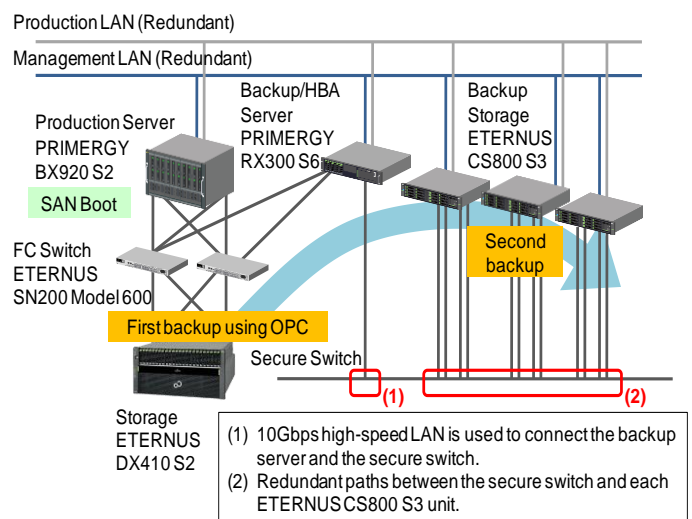
Since production cutover, Right-on's new system has been functioning well with no issues.   Recently, a blackout due to severe thunder storms occurred near the Right-on headquarters. However Right-on's system was now fully protected within the Fujitsu data center, ensuring they could be confident of no system disruption.
"We feel safe and secure," says Hamada. "We now have dramatically improved business continuity preparation plans for natural disasters. Even if data loss occurs, quick recovery from the disaster is possible thanks to the daily backups."

The secondary backup to the ETERNUS CS800 S3 can now be executed within 14 hours compared to the previous 45 hours on the old system. The new disk-to-disk data backup approach also helps Right-on to eliminate the manual process of replacing and storing tape devices. Taking advantage of the data deduplication technology, the amount of data to be backed up was reduced by up to 83%, greatly reducing storage space requirements.   Another highlight of the new system is the virtual thin-provisioning allocation scheme in the shared storage environment. This makes it possible to optimize utilization of available storage, helping Right-on quickly and easily add capacity to meet the company's changing storage needs in the next five years.

Right-on has a vision to further expand the use of the SAP system in a way that will empower the business.
"Establishing a better business continuity strategy was the primary priority of this project, although we also developed more aggressive plans that would maximize the value and contribution of ICT to our business.   For example, utilizing ICT to visualize how our business is performing, or to make the business processes more efficient, is the area we'd like to focus on," says forward-looking Kawasaki.   "In the process of addressing our diverse and changing needs, we look forward to continuing to work with Fujitsu. There's been years of good business relationships between our two companies, and as a result we believe Fujitsu is fully aware of our business situation and our needs. Based on Fujitsu's in-depth understanding, they are able to work with us and come up with many dynamic and practical proposals that will grow our business," Kawasaki concludes.

(Figure 1) System configuration at Right-on

Right-on is moving forward with the aim of becoming a leading retail clothing business, and bringing happiness to its customers and all jean lovers.   As a trusted ICT partner of Right-on, Fujitsu is committed to providing innovative storage solutions that support Right-on's business continuity strategies. This is possible by taking full advantage of the vendor's comprehensive ICT capabilities and resources.