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KT Uses Veritas NetBackup™ Appliances to Cut Backup Time in Half on Key Servers

KT, Korea's most renowned ICT enterprise, transformed its customer service center into an all-IP contact center (IPCC). This supports its goal of being a global leader in enabling people to easily connect and communicate with other people and objects. IPCC integration eliminates the additional cost of establishing telephone and data networks, and it provides higher quality customer service by integrating all points of contact such as voice, web, email, chat, and social media. In order to support uninterrupted, high quality customer service anytime, anywhere, KT is also leading the industry in data protection enhancement. The effort shows in increased customer satisfaction.

ORGANIZATION PROFILE

Site: www.kt.com

Industry: Information & Communications Technology (ICT)

Headquarters: Seoul, Korea

Employees: Over 1,000

KEY CHALLENGES

KT needed to support exceptional service from its new 11,000-seat customer service center by ensuring that data would be available, backed up, and quickly recoverable.

SOLUTION

The company deployed Veritas NetBackup Appliances because of their advantages in performance, deduplication, and virtualized backup.

BENEFITS

- More than 50% reduction in backup time (several hours cut to an hour for key servers)
- Service disruption prevented because of fast recovery when hard disks failed
- Significant hardware and operational costs avoided because of deduplication flexibility

A leader in better service

Hwang Chang-gyu, CEO of KT, showcased Korea's first smartphone while leading the transition to the mobile era, and he has helped bring innovation into every area of customer communication. In 2014, KT transformed its customer service center to an all-IP environment, making it Korea's largest IPCC (IP Contact Center) facility. As a result, KT can maximize the quality and cost-effectiveness of the service experience for its customers.

The makeover also enabled faster and more convenient communication for all contact channels such as voice calls, e-mails, texts, mobile, and social media. Costs have been reduced by integrating telephone and data networks through IPCC, and more importantly, service, a key driver of business success, has been enhanced.

Customer service center drives growth

In an era of mobile devices, people communicate quickly and constantly through social media, presenting a dilemma for businesses. Positive customer reviews can be shared easily, increasing brand value and creating new opportunities for growth. On the other hand, negative customer reviews are also spread instantly, damaging brand reputation.

> **❝In a traditional backup environment, backups took several hours. NetBackup Accelerator completes the same task in less than one hour, totally eliminating the burden of backup.❞**

Gap Il Park,
Technical Support Department Team Manager,
KT ds

As a result, great service from a customer service center has become even more important. As a gateway for all points of customer contact, a service center is the most efficient way to provide a more convenient and efficient service experience. A service center plays a vital role in success because it enables fast responses to customer demands across all channels.

KT implemented Asia's largest IPCC with almost 11,000 seats, making it easier to hear and respond to customer needs. KT's new center won best IPCC in the ultrahigh speed broadband and mobile communication division of the 2016 KSQI Call Center Survey awards, sponsored by Korea Management Association Consulting (KMAC). The recognition is proof that KT is successfully focusing on customer satisfaction.

Along with IPCC integration, KT pushed ahead to enhance its data backup and recovery capabilities. Protecting data and keeping it available is critical to customer satisfaction. "Even if we have the highest quality customer service, it is useless if data is not available immediately when customers need it," says Seung Man Yang, Customer Service Center Operation Team Senior Manager at KT. "Our integrated IPCC data protection project is essential to provide uninterrupted service in any situation, and it is a task that must be done."

Korea's and Asia's largest integrated IPCC data protection enhancement project became a focus of industry attention. The KT project holds great value domestically and globally as a large scale data center reference site. Most industry-leading data protection vendors competed for selection, and after intense competition, KT chose Veritas NetBackup Appliances.

"If you only look at the cost, Veritas NetBackup is relatively expensive, but it was assessed as the most cost-effective solution because of its Intelligent Backup Policies for VMware, and also because of NetBackup Accelerator, which provides a faster backup than the other solutions," says Gap Il Park, Technical Support Department Team Manager at KT. "NetBackup Appliances also reliably back up our Cisco environment. That was a key factor. And

our past experience using NetBackup software has been great. We've been satisfied with its performance, reliability, and excellent technical support."

Reducing backup time with NetBackup Accelerator

A reliable data protection solution is also KT's insurance in case of emergency. "We must have the absolute faith in the system because it is the last line of defense that can guarantee our recovery time objective (RTO), recovery point objective (RPO), and continuity in any circumstance," adds Mr. Gap Il Park.

One reason that KT chose to work with Veritas, a global information management specialist, is because of a track record of reliability. Veritas leads the industry in all information management categories such as backup/recovery, integrated appliances, information availability, and archiving. Veritas also supplies information management solutions to 86 percent of Fortune 500 corporations. And according to Gartner reports on enterprise backup software and integrated appliances, and enterprise information archiving, Veritas has been and still is the leader in the industry over the past 10 years.

A NetBackup Appliance is an all-in-one system purpose-built for backup and recovery. It includes server, storage, networking, and NetBackup software, optimized and pre-configured to work together. NetBackup software has been a market leader for many years, accumulating extensive expertise in information management. The NetBackup Appliance delivers deduplication, optimized backup for virtualized environments, and automated disaster recovery, and the result is complete solution for data protection, higher efficiency, and ease-of-use. These benefits encouraged KT to choose the solution.

The KT team especially appreciated NetBackup Accelerator, a feature that copies only changed blocks, reducing the volume of backup data on the network and enabling backups to complete up to 100 times faster. The NetBackup media server combines the changed blocks with previous backup data, and produces a traditional full NetBackup image. The result is increased productivity.

SOLUTIONS

• Veritas NetBackup Appliances

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Seung Man Yang
KT Customer Service Center Operation
Team Senior Manager

Gap Il Park
KT ds Technical Support Department /Management
Infrastructure Division Manager

> ❝The deduplication flexibility of Veritas NetBackup Appliances significantly reduces costs by eliminating the necessity of point products such as deduplication appliances, tape, or a VTL.❞

Seung Man Yang,
Customer Service Center Operation Team Senior Manager,
KT

"We perform daily backups of important servers that receive frequent changes," explains Manager Gap Il Park. "In a traditional backup environment, those backups took several hours. NetBackup Accelerator completes the same task in less than one hour, totally eliminating the burden of backup."

KT has an extensive virtual server environment for cost efficiency, and NetBackup Intelligent Policies and flexible deduplication support for virtualized and cloud environments reduce operational and capital costs at the company.

Patented Veritas V-Ray technology gives operators a single view of physical and virtual systems, and enables an entire virtual machine (VM) or individual files within a VM to be restored without mounting and browsing the VM. A backed-up VM can be booted within minutes and brought online from within the NetBackup Appliance, enhancing protection for mission-critical applications. KT is utilizing these technologies to fully protect its virtual environment and reduce operational and capital costs.

Says Senior Manager Seung Man Yang: "The IPCC environment is very large, covering four regions of nearly 11,000 seats. Veritas NetBackup Appliances help us minimize costs because they support source or target deduplication, and also let users choose inline or post deduplication. This flexibility maximizes IPCC backup storage capacity utilization, significantly reducing costs by eliminating the necessity of point products such as target-based deduplication appliances, tape, or a VTL (Virtual Tape Library)."

Says Manager Gap Il Park: "Not only is NetBackup exceptional in data backup, it also shows superior performance in data recovery which is the ultimate goal of data protection. Earlier this year, physical errors occurred in our internal server's hard disks, and we were able to perform an immediate data recovery using a NetBackup Appliance. There was no service failure."

Because NetBackup helped the team avoid a service failure, the company is considering expanding the solution's role, and using NetBackup Auto Image Replication (AIR) to replicate data between NetBackup Appliances in the four IPCC operation centers at Guro, Gunpo, Cheonan, and Gimhae. If any of the centers fails, the team can quickly recover replicated data at an alternative center, enhancing disaster recovery (DR) and avoiding the need to build an actual DR data center, which requires major investments.

Says Senior Manager Seung Man Yang: "In today's world, customer service is very important. We are devoted to providing the best service experience, and to implementing reliable infrastructure. That is why we are reviewing options such as improving our user interface to enhance ease-of-use, and adopting NetBackup AIR to improve our disaster recovery capabilities."

For more information
Please contact your local Veritas Sales Representative or Business Partner, or visit NetBackup Appliances.

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