

CUSTOMER PROFILE

## Canadian Blood Services

**Customer**

Canadian Blood Services

**Industry**

Not-for-profit organization

**Challenges**

- Needed to consolidate multiple SANs into one
- Required 24x7 access to mission-critical data
- Partners and remote workers had to have secure access to sensitive data
- Content needed to be easily stored and located

**Key Solutions**

EMC CLARiiON CX-480, RSA SecurID and EMC Documentum

**Benefits**

- EMC CLARiiON CX-480 enabled six SANs to be reduced to one, simplifying storage management
- RSA SecurID gives partners and charity employees secure two-factor authentication to key data
- EMC Documentum lets users quickly store, find and retrieve information

## Canadian Blood Services relies on OnX Enterprise Solutions and EMC to secure mission-critical information

### Challenges

Canadian Blood Services is a not-for-profit, charitable organization that manages the blood and blood products supply for Canadians. CBS donors and volunteers collect approximately 850,000 units of blood each year and administer blood products to thousands of patients across the country. Canadian Blood Services also manages the OneMatch Stem and Cell Marrow Network, whose mission is to secure donors for Canadian bone marrow transplant patients and patients abroad. As well, the organization screens every donor and tests each unit of blood collected for a variety of transmissible diseases.

“Having our data backed up and available at all times is critical to our operations,” says Ivo Mokros, Director of IT Operations and Chief Architect at Canadian Blood Services. “We can’t function if we don’t have access to the records relating to our supply. The data we store also needs to be very secure. We have information on approximately three million Canadian donors, including names, addresses, medical histories as they pertain to blood donations and travel histories – all based on the questions we ask when people donate blood.”

### Solution

Approximately six years ago, Canadian Blood Services began updating its data centre strategy. That strategy included a data centre consolidation, secure access to sensitive information for key employees and partners and an improved content management solution.

After looking at a variety of partners and products, Canadian Blood Services selected OnX Enterprise Solutions and EMC to drive its new data centre strategy forward.

“OnX is a great partner because they have a wide range of products and their specializations matched nicely with the products we had identified for our data centre, which included products from EMC,” Mokros says. “OnX has always been very competitive on pricing and they offer value-added services. For example, when we recently placed a large server order, there were some delays on our end and we had no place to store the new servers, so OnX staged them for us.”

Canadian Blood Services was attracted to EMC by the quality of its products and the company’s strategic vision.

“The acquisitions they have made over the years have really added depth to their portfolio,” Mokros says. “The additions of companies such as VMware and Documentum did a nice job of complementing what EMC already had in place.”



**Canadian Blood Services**  
*it's in you to give*

For its storage, Canadian Blood Services relies on two large EMC CLARiiON CX-480 networked storage systems housed in two separate data centres. Before installing the CLARiiONs, the organization had six separate SANs. The CLARiiON's scalability allowed Canadian Blood Services to consolidate all six SANs onto one platform which is replicated across to the second CLARiiON, giving the organization excellent failover capability and ensuring its data remains accessible at all times.

**“When we look at selecting a strategic vendor we look at the big picture and try to figure out where that vendor is going and how their technology will evolve. EMC has done a fantastic job of evolving their own products while filling in their portfolio with strategic acquisitions.”**

**– Ivo Mokros, Director of IT Operations and Chief Architect, Canadian Blood Services**

The CLARiiON CX-480 features high-capacity networked storage and can scale seamlessly up to 471 TB of storage capacity.

Having access to its data is important for the organization so it can make timely donor matches and run its day-to-day business. “Everything we have in terms of both patient data and our business information is on the CLARiiON platform,” Mokros says. “We worked closely with OnX and EMC to make sure we had redundant fibre interconnects and links so there are no single points of failure.”

“At OnX we pride ourselves on delivering products and services tailored to our customers’ unique needs,” says Ed Vos, President and CEO, OnX. “Canadian Blood Services required a platform that would support timely access to information that, in some cases, can save peoples’ lives and we were able to help them design and implement a successful solution.”

Securing sensitive patient data is also important to Canadian Blood Services. Not only do the organization’s own employees need secure access to its databases, but so do transplant coordinators from different hospitals who must match organs to patients. Canadian Blood Services turned to RSA, The Security Division of EMC, to ensure secure remote access.

“They have robust, industry-leading technology,” Mokros explains. “Having things like a soft key fob, through the RSA SecurID Software Token on my BlackBerry is convenient so I don’t have to carry around another device. That kind of innovation is important to us.”

RSA’s SecurID two-factor authentication relies on something a person knows (such as a password or PIN) and something they have – an authenticator – giving organizations a much more reliable level of user authentication than just a reusable password.

Canadian Blood Services also relies on EMC’s Documentum content management platform to handle its document management. “We’ve been rolling it out for two years and we’re now moving into records management,” Mokros notes. “Ultimately we want to move towards having electronic signatures and records management using Documentum as our base platform.”

EMC’s Documentum content management solutions enable customers to get the maximum leverage from their information so they can collaboratively create, manage, deliver and archive the information needed to drive their businesses.

One Documentum feature the organization enjoys is global search, which allows employees to locate files more easily. “We didn’t have that before, so when people stuck their PowerPoint presentation into the big mess of shared files on our servers, those files could be hard to find,” Mokros says. “With the global search function locating files is much simpler.”

“ At OnX we pride ourselves on delivering products and services tailored to our customers’ unique needs. Canadian Blood Services required a platform that would support timely access to information that, in some cases, can save peoples’ lives and we were able to help them design and implement a successful solution.”

Ed Vos, President and CEO, OnX



[www.onx.com](http://www.onx.com)

## Next Steps

Canadian Blood Services’ next steps in its data management strategy are to create a more tiered storage infrastructure and to reduce the organization’s storage footprint through de-duplication technologies.

“We would like to use more low-cost SATA drives for less-accessed information,” Mokros says. “We’re looking to EMC and OnX to help us implement a fully tiered storage infrastructure with FAST (Fully Automated Storage Tiering) that gives us quick access to our most important data and stores less commonly accessed information on more affordable storage media.”

The organization is also looking at EMC’s Data Domain and Avamar de-duplication solutions to help Canadian Blood Services reduce its redundant data and streamline its operations.

“We’re very happy with our EMC relationship,” Mokros says. “When we look at selecting a strategic vendor we look at the big picture and try to figure out where that vendor is going and how their technology will evolve. EMC has done a fantastic job of evolving their own products while filling in their portfolio with strategic acquisitions. They have helped us optimize our IT environment to support our business.”



**EMC Corporation of Canada**  
120 Adelaide Street West  
14<sup>th</sup> Floor  
Toronto, ON  
1-416-628-5973  
1-800-858-1410  
[www.emc2.ca](http://www.emc2.ca)