Deluxe Corporation Transforms Business Model With Hitachi Managed Cloud Solutions and Hitachi UCP for VMware vSphere

**Challenge:** Ensure that technology infrastructure will support business transformation, new growth and services.

**Solution:** Implement highly automated converged infrastructure and managed cloud services from Hitachi Data Systems.

**Outcomes:** Use new capabilities to integrate acquired companies, deploy next-gen security and speed time to market.

**The Challenge**
Deluxe Corporation recently celebrated its 100-year milestone by ringing the opening bell at the New York Stock Exchange on Wall Street. The Minnesota-based company began with a man, a US$300 loan and an innovative idea for the first flat-book checks. Today, Deluxe generates US$1.7 billion in revenue, delights over 4 million customers and employs 5,800 professionals across North America.

Already the nation’s largest direct-to-consumer check supplier, Deluxe recently transformed its business model to meet the changing needs of small businesses and financial institutions. Deluxe provides a wide range of savvy life-cycle-driven marketing solutions designed to help customers grow, operate and protect their business. From Web services, search engine marketing and business forms to affordable logo design and print options, Deluxe is intent on driving velocity and efficiency across everything it does.

Its existing technology infrastructure was no longer able to meet the checks and balances required for the company’s new growth. Deluxe was expending hefty costs for outsourcing and the infrastructure was unable to keep pace with scaling and provisioning demands. When the organization’s leadership mandated better alignment across business units as well as doing more in IT without more staff, it became clear that a new technology platform could help.

Deluxe was interested in the promise of cloud-based solutions. Being able to scale capacity and performance as

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Michael S. Mathews
Vice President and Chief Information Officer
Deluxe Corporation

**Deluxe Corporation**

**INDUSTRY**
Business Services

**SOLUTION**
Hitachi Cloud Solutions

**HARDWARE**
Hitachi Unified Compute Platform for VMware vSphere

**SOFTWARE**
Hitachi Unified Compute Platform Director
Hitachi Content Platform Anywhere

**SERVICES**
Hitachi Cloud Managed Solutions

**Outcomes**
- Reduced outsourcing expense without increasing internal IT staff.
- Supported expanded business model with cloud-based converged infrastructure and managed services.
- Provided ability to scale and deliver product in the marketplace.
the company’s content, data and analytics needs grow would alleviate much of the present complexity. The right cloud solutions could reduce costs and risks, increase flexibility and speed time to market.

The Solution

The Deluxe IT team performed a great deal of due diligence to thoroughly understand converged technologies and managed colocation services offerings available in the market. Hitachi Data Systems was able to showcase its technology and service differentiators, delivering a well-engineered solution to meet Deluxe’s transformative goals.

Hitachi Unified Compute Platform for VMware vSphere (UCP for VMware vSphere) enables Deluxe to meet stretch goals and customer need, while scaling capacity and performance on demand. With unmatched reliability and flexibility, UCP for VMware vSphere quickly helps trim away costs and complexities by centralizing, automating and virtualizing pooled resources. Hitachi Unified Compute Platform Director (UCP Director) is highly intelligent and deeply integrated software that plugs directly into vCenter Server for mouse-click simplicity for extending cloud management platform capabilities.

Hitachi Cloud Managed Solutions are secure, trusted deployments that provide enterprise-grade cloud elasticity and control without headaches or heavy lifting. Deluxe gained new capabilities, including infrastructure-as-a-service (IaaS) cloud computing, managed backups and patching, modern cloud security and 24/7 monitoring and support.

“What we’ve created with Hitachi gives us the ability to rapidly move in the direction we need to go. Coupling technology and managed services gives us an unbelievable foundation. At the end of the day, our Hitachi cloud platform gives us a place and a base to build Deluxe as a platform so that we can better serve our small business customers and financial institutions,” says Michael S. Mathews, vice president and CIO at Deluxe Corporation.

The Outcome

Since implementing Hitachi converged infrastructure and cloud managed services, Deluxe has seen significant improvements across the enterprise. Mathews also credits the quality of the solution to the high caliber of expertise and dedication of Hitachi staff.

“This particular solution enables me to rip costs out of the organization that I could not otherwise do. It allows us to scale and deliver product in the marketplace, faster and smarter. What’s really interesting is when we first had an opportunity to meet the Hitachi team, they came in and simply listened, and they questioned to understand. When I walked away from the conversations, I realized that they were valuing us as a customer. They were interested in our journey. They were more concerned about our success. I was impressed with the talent that Hitachi brought to the table, every time. That’s pretty powerful. That’s what partnership looks like,” concludes Mathews.

About HDS

Hitachi Data Systems innovates technology for business and social prosperity. Our IT solutions and services drive strategic management and analysis of the world’s data. Ask us how we can help you get started. www.HDS.com.

For more information about how Hitachi Cloud Services provides Deluxe the ability to transform and grow their business scan this QR code.