Global Manufacturer Optimizes IT to Protect Revenue and Customer Satisfaction, while Lowering Business Risk

Manufacturing
www.nazdar.com

Challenge

Nazdar needed more storage capacity and performance to power an ERP software upgrade – and preserve revenue and the customer experience.

Results

- 2-3X faster performance
- Reduced latency
- 7X more frequent backups
- Order of magnitude faster recovery time objective (RTO)
- 100% percent less storage management time
- Data protection with blanket encryption of on-host, in-flight and at-rest data

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Keith Wayment
IT Manager

Company Challenge

ERP Upgrade Drives Search for New Storage

From manufacturing to distribution, remaining on schedule is essential to meeting customer demands at Nazdar, a Kansas City-based ink and coatings company with 11 locations globally. Nazdar makes the most comprehensive selection of inks and coatings for printing signs, fabrics, vinyls and other materials.

Downtime or slow applications could potentially cost the company millions of dollars and threaten customer satisfaction. That's why, when Nazdar planned to upgrade storage for its enterprise resource planning (ERP) software – used by all employees – the IT team knew they needed more than their IBM® Storwize® V7000 could provide.

Results

Datrium: Simplicity, Optimal Infrastructure and Lower Risk in One

In the search for a new solution, simplified management also ranked high on the wishlist – given the lack of dedicated storage and compute engineers. At the time, storage management consumed a few hours of the week.

After weighing half a dozen solutions, Nazdar chose Datrium's Automatrix platform for the attractive combination of simplicity and best price performance competitiveness.

"Datrium offered the best of both worlds – of a traditional array and hyperconvergence," said Keith Wayment, IT Manager. "With one storage pool, Datrium would be much simpler to manage than the other solutions on our short list. And it made sense keeping data local to the physical host, and at the same time having durable storage in the background. We know where our data is and that it's being protected."

Best Price Performance

For production, Datrium replaced three shelves of IBM running on an 8G fiber channel with one Datrium DVX. Following the switch, IOPs ran 2X-3X faster on mission-critical applications such as the ERP solution. Latency likewise dropped noticeably.

"Faster application speed definitely contributes to revenue," Wayment said. "When frontline team members speak to customers, they need data as close to real time as possible. More responsive data with Datrium means we're more responsive to customers. The same goes for those picking and scanning products. Glitch-free operations allow products to go out faster."

"Honestly, Datrium cut probably 100 percent of our storage management time," Wayment said. "There's nothing to manage. It's night and day different from the previous storage, giving us time to focus on other objectives."

Keith Wayment
IT Manager

With deduplication and compression, Nazdar more-than-doubled its durable capacity, giving it more capacity for the money while shrinking the size of its data center footprint. They eliminated an entire UPS and cooling unit and use less electricity.

Less Business Risk
Nazdar additionally installed Datrium Cloud DVX for offsite data storage and backup, replacing virtual tape. The ease of running backups enabled the IT team to increase the frequency from once a week to daily. The recovery time objective (RTO) for production data, likewise, dropped from up to half an hour to just seconds – virtually eliminating disruptive downtime for employees. This significantly reduces the risk of costly downtime.

"It's much faster to recover in the event of data loss, and we have same-day data instead of potentially week-old data," Wayment said.

The addition of Datrium also brought much-needed, consistent snapshotting capabilities. They snapshot key servers once an hour, and again, bring those back up in seconds. Instead of using many tools like SQL backups for transactions logs, which was just for SQL, now they get the entire application in Datrium using a single tool.

Onsite, Nazdar is transitioning off a backup combination of its old IBM array and Veeam to Datrium.

To protect data and improve compliance, Datrium also brought blanket encryption of on-host, in-flight and at-rest data on premise and in the cloud. This eases regular Payment Card Industry (PCI) and Department of Homeland Security audits and ensures regulatory compliance, further reducing business risk.

Eliminating Storage Management and Improving IT Agility
As anticipated, Datrium lifted the storage management task off Wayment and the team, who juggle multiple responsibilities along with storage. There's no need to provision LUNs or storage artifacts, or shift loads around. And once they set up protection groups, everything runs automatically. At any time, team members can view progress in VMware vCenter – enabling the team to be more responsive to the business and improve IT agility.

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About Nazdar
Founded in 1922, Nazdar manufactures the most comprehensive selection of UV, UV-LED, water-base and solvent-based digital inkjet, screen printing, and narrow web inks and coatings obtainable from a single source. Nazdar inks are used in a variety of markets, including point of purchase (POP), banner, container, industrial, metal, nameplate/membrane switch, roll label, sign and textile decorating. For more information, visit www.nazdar.com.

Learn more about Datrium at www.datrium.com.