



The Scotts Miracle-Gro Company

The Scotts Miracle-Gro Company accelerates business, reduces costs with EMC archiving solution

BUSINESS VALUE HIGHLIGHTS

SOLUTION SNAPSHOT

- **EMC Solutions:** EMC Documentum Archive Services for SAP, EMC ViewPoint for SAP, EMC EmailXtender, EMC DiskXtender for NAS, EMC Centera
- **EMC Services:** Solution installation and configuration, storage resident
- **Primary Applications:** SAP, Microsoft Exchange, File Shares
- **Processing Environment:** 100 UNIX servers, 350 Microsoft Windows servers
- **Overall EMC Environment:** In addition to the EMC archiving solution, ScottsMiracle-Gro's 63-terabyte EMC information infrastructure includes EMC Symmetrix DMX storage, EMC CLARiiON storage, and EMC Celerra network-attached storage. EMC software includes EMC Centera Archive Replicator and PowerPath

Profile: The Scotts Miracle-Gro Company (NYSE: SMG) is the world's largest marketer of branded consumer products for lawn and garden care, with products for professional horticulture as well. The Company's Scotts®, Miracle-Gro®, and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts and owned by Monsanto. The company also owns Smith & Hawken, a leading brand of garden-inspired products that include pottery, watering equipment, gardening tools, outdoor furniture, and live goods, and Morning Song, a leading brand in the wild bird food market.

Challenge: ScottsMiracle-Gro faced enormous growth in its production SAP®, Microsoft Exchange, and file-sharing environments, resulting in long backup cycles, sluggish application performance, and increasing costs.

Business value: Automatically migrating information from production storage to a centralized archive using EMC software and systems provided ScottsMiracle-Gro with:

- Reduced time to back up critical business information by 30 percent
- Reduced amount of production data requiring backup by three terabytes
- Improved application performance substantially
- Assured regulatory compliance
- Reduced total cost of ownership

Business overview

When The Scotts Company and Miracle-Gro were founded decades ago, no one could have predicted that these two family businesses would merge and evolve into a nearly \$2.8 billion global enterprise. Yet, through continuous product innovation and strong business management, The Scotts Miracle-Gro Company has grown to become the world's leading marketer of consumer products for do-it-yourself lawn and garden care. To support its thriving business, ScottsMiracle-Gro relies on business-critical enterprise applications such as SAP and Microsoft Exchange, and drives productivity with centralized file services for its global workforce. But as the company continues to grow, managing the huge volumes of information in its infrastructure has become ever more challenging, requiring new approaches to speed backup cycles, boost application performance, and reduce administrative costs.

To improve the efficiency and cost-effectiveness of managing its vast information infrastructure, ScottsMiracle-Gro worked with technology partners Affiliated Computer Services (ACS) and EMC Corporation to implement a centralized archiving solution as part of a comprehensive information lifecycle management (ILM) strategy. The archiving solution utilizes EMC® Documentum® Archive Services for SAP®, EMC ViewPoint for SAP, EMC DiskXtender® for NAS, and EMC EmailXtender® software to automatically move data from the production applications to an EMC Centera® archive located centrally in the company's primary data center hosted by ACS. The Centera archive is then replicated to a remote ACS data center for disaster recovery. As a result, ScottsMiracle-Gro has reduced the volume of data requiring backup and accelerated backup cycles dramatically, while improving application performance and end-user satisfaction. In addition, the company is better able to validate compliance with corporate and government-mandated regulations, and has significantly reduced total cost of ownership.

“Partnering with ACS and EMC to archive information as it becomes less actively used has proved to be a win-win for both our business users and our technical organization. It has freed valuable production resources to enhance productivity, reduce costs, and ensure regulatory compliance to strengthen our competitive position around the world.”

Larry Loeper, vice president of global business information systems, The Scotts Miracle-Gro Company

Larry Loeper, vice president of global business information systems at The Scotts Miracle-Gro Company, said, “As a global enterprise, we must ensure that our employees have fast, reliable access to the business information they need to drive our continued success. At the same time, we need to maximize efficiency in our hosted information infrastructure to better utilize our technical resources and reduce costs. Partnering with ACS and EMC to archive information as it becomes less actively used has proved to be a win-win for both our business users and our technical organization. It has freed valuable production resources to enhance productivity, reduce costs, and ensure regulatory compliance to strengthen our competitive position around the world.”

Tom Van Atta, director, technical services at ScottsMiracle-Gro, commented, “ScottsMiracle-Gro looked to ACS as a trusted partner that would do its due diligence in recommending an effective technology solution. Working with ACS, we carefully evaluated a number of archiving options through a rigorous multivendor RFP process. Based on our objective criteria, we selected EMC as the vendor of choice. EMC could provide a solution that was proven effective, automated, and consistent with ScottsMiracle-Gro's ILM strategy. It was an ideal fit for our needs.”

Tom Gibson, ACS new business development, added, “The efficiencies gained with the EMC archiving solution enabled us to off-load more than three terabytes of information for ScottsMiracle-Gro that once consumed its primary storage, and we continue to archive at an aggressive rate to keep our client's production systems as lean and efficient as possible. Since archived information is no longer in the backup cycle, we've been able to reduce backup windows by approximately 30 percent, not only saving a tremendous amount of staff time, but also enabling more rapid recovery in the event of a problem. What's more, archiving allows us to extend the life of our client's production storage environment, saving money for ScottsMiracle-Gro even as the volume of information in its environment continues to grow.”

Taming growth of SAP® data

At the core of ScottsMiracle-Gro's manufacturing and distribution operation is the SAP enterprise resource planning system, which supports key operational processes including procurement and logistics execution, product development and manufacturing, sales and service, as well as finance and human resources management. With so much of the business riding on this critical application, it's no surprise that the SAP production database residing on tier-one EMC Symmetrix® DMX storage had grown to over one terabyte, with hundreds of gigabytes added annually.

“For our business users, keeping more SAP data on production systems meant that a vast amount of active and historical information was readily available at their fingertips to maintain high productivity and efficiently serve customers,” stated Loeper. “However, for the ACS staff managing our environment, backing up a terabyte of data each night was becoming increasingly difficult. In addition, application refreshes and reports were starting to take too long to generate.”

To alleviate pressure on the production SAP systems supporting ScottsMiracle-Gro, ACS implemented EMC Documentum Archive Services for SAP, a scalable, secure solution developed specifically to archive SAP business documents, Archive Development Kit (ADK) files, and reports. A critical factor in archiving SAP, however, was also ensuring that business users could continue to access archived information as easily as the production information. For this, ACS implemented EMC ViewPoint for SAP, which provides transparent viewing of both production and archived data via native SAP user interfaces. In this way, more SAP information could be archived sooner without affecting the end-user experience.

“To support ongoing customer needs, business users require access to SAP information even after a business transaction has completed,” explained Loeper. “But typically, once a file is removed from the active SAP database, access is very limited, so many companies wait as long as possible before archiving. ViewPoint eliminated this whole issue so that we could take a much more aggressive approach to archiving SAP information.”

Van Atta added, “One of the key advantages that EMC offered was that its SAP archiving solution would be transparent to the ScottsMiracle-Gro end users. No special software or interfaces had to be loaded on employee PCs, and there was no need for them to change their normal everyday work practices. ViewPoint made it all very seamless and easy to start archiving SAP transactions without disrupting end-user productivity in the least. This was a clear advantage in the EMC solution.”

As ACS began moving SAP information off primary storage onto the archive, the impact was nearly immediate.

“With EMC Documentum Archive Services for SAP, we are quickly reducing the amount of data in the production SAP database,” reported Loeper, “and ultimately we plan to actively maintain just a couple hundred gigabytes on the production systems, which will cut the backup windows for SAP by 25 percent or better. Because there will be less production data to sift through, we also expect to see tangible performance benefits in generating reports. Most important, as we achieve these results, the business users at ScottsMiracle-Gro are able to consistently access the SAP data they need to drive the business and serve customers effectively.”

Ensuring compliance for Exchange

Naturally, in a large and thriving enterprise, communications and collaboration are a central part of everyday business. As such, approximately 5,200 employees at ScottsMiracle-Gro rely on Microsoft Exchange, and the volume of e-mails grew to nearly 127 million per year across the company, many containing attached documents, presentations, and other files. Growth of Exchange data, like SAP, was becoming an increasing administrative challenge; but more important, ScottsMiracle-Gro had to ensure compliance with both corporate and government regulations such as Sarbanes-Oxley. These regulations require that auditors have ready access to e-mail messages going back several years. Yet, with older e-mails locked away on tape backups, and many others stored on individual PCs, assuring compliance was becoming more and more difficult.

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Tom Gibson, ACS New Business Development

To address this issue, ACS uses EMC EmailXtender software to automatically archive older ScottsMiracle-Gro e-mails from the production Exchange store onto the Centera archive. Using flexible archiving and retention policies with EmailXtender, ScottsMiracle-Gro is able to automatically determine which e-mail messages should be archived and for how long. Archived e-mail is then securely retained on Centera in full compliance with the Sarbanes-Oxley regulation, with absolute assurance that it cannot be tampered with throughout the retention period. Meanwhile, thanks to pointers created in Exchange by EmailXtender, ScottsMiracle-Gro employees and auditors can still seamlessly access archived e-mail files. In addition, EmailXtender provides comprehensive indexing, enabling both ScottsMiracle-Gro and regulatory auditors to quickly search for desired e-mails and validate compliance.

“Compliance was our number one concern in the Exchange environment,” noted Loeper. “Archiving with EMC EmailXtender enables us to not only off-load e-mail from the production systems to reduce our administrative headaches, but it provides us with a lock-tight solution to implement effective compliance procedures—and prove that they are properly followed. This helps protect our critical business interests and reputation as a world-class lawn and garden company.”

In addition to meeting strict regulatory requirements, EmailXtender has also enabled ScottsMiracle-Gro to reduce the amount of Exchange data requiring backup by as much as 40 percent. This, in turn, has shrunk backup windows for Exchange from 16 hours to just six hours while boosting application performance dramatically.

Optimizing NAS utilization

As with its core business applications, ScottsMiracle-Gro was also experiencing dramatic growth in the business files residing on EMC Celerra® network attached storage (NAS), including documents, spreadsheets, images, and more. In analyzing the NAS file shares, the company determined that most files, once stored, were rarely accessed after 120 days. Yet, the number of files continued to grow, further straining the backup process and ultimately requiring the expense of purchasing additional production storage.

In response, ACS implemented EMC DiskXtender for NAS. Based on policies, DiskXtender for NAS automatically migrates inactive files from the NAS system to the centralized Centera archive, and then retrieves archived files seamlessly whenever needed by a business user. To the user, the file is as easily accessible as if it were on the NAS system. But for the IT administrator, it means fewer files to manage and back up, saving time and money.

“Across the board, EMC has provided us with highly effective archiving solutions for the critical systems supporting ScottsMiracle-Gro,” asserted Loeper. “We freed more than one terabyte of space in the NAS system within the first three weeks of archiving, allowing us to continue supporting our business growth while controlling our storage costs and delivering the performance business users need to stay productive.”

Driving greater efficiency through information lifecycle management

Following a corporate commitment to information lifecycle management (ILM), ScottsMiracle-Gro has proven the effectiveness of information archiving in driving higher IT efficiency to improve end-user productivity and reduce infrastructure costs. In fact, as a result of implementing centralized archiving and applying ILM strategies, ACS has achieved valuable total-cost-of-ownership savings for ScottsMiracle-Gro.

Ken Novak, ACS strategic business unit executive, said, “EMC’s ability to automatically move data off tier-one storage onto tier-two storage provides mutual benefits to both ACS and ScottsMiracle-Gro. We are able to utilize our resources more efficiently and effectively, which translates to improved performance and greater value for our client.”

Bill Waszak, vice president and chief information officer, ScottsMiracle-Gro, said, “EMC provides the ILM thought-leadership as well as the software and systems that enable us to optimize our information infrastructure to keep pace with industry demands. By automatically moving information across storage tiers based on the age and business value of the content, we can deliver the right information where and when it is needed to serve our customers and comply with our regulatory obligations, while lowering costs substantially to support the ongoing financial health of the company.”



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