

ACUSHNET

EMC and VMware help golf equipment manufacturer roll out IT infrastructure for overseas plant in just two weeks



ESSENTIALS

Challenges

- Rapid ramp-up of new overseas manufacturing plant
- Requirement for minimal IT support locally

Solutions

- EMC CLARiiON AX4 networked storage
- EMC Avamar Virtual Edition for VMware
- VMware vSphere Enterprise Plus
- VMware vCenter Server
- Dell R710 servers
- Cisco 3750E IP switches
- EMC Global Services

Key benefits

- Overseas IT infrastructure deployed in two weeks versus two months
- Efficient IT and data backup administration enabled locally and remotely
- Reduced data backup storage and fast daily backups without additional hardware
- Single-vendor support from EMC for entire IT environment

CHALLENGES

The Acushnet Company, a leading \$1.2 billion golf equipment manufacturer, is known for bringing technical innovation to the greens. Acushnet keeps on inventing and improving across a product line that includes Titleist golf balls, the number one brand used on professional golf tours worldwide. When the time came to add a golf ball manufacturing plant in Thailand to support a growing business in Asia and Australia, Acushnet's IT team needed to create a brand new IT infrastructure to support the facility.

One big challenge was to have the IT environment ready for production as soon as the manufacturing facility in Rayong, Thailand, was constructed. Another requirement was operating the infrastructure with minimal IT support at the plant. Acushnet planned to handle most ongoing management tasks remotely from the headquarters data center in Fairhaven, Massachusetts.

Peter Marshall, vice president of Technology Services, Acushnet, explained, "Our mantra is consolidate, simplify, and standardize. We needed an infrastructure that would be easy to administer and provide us with significant flexibility to grow and innovate."

SOLUTIONS

A long-time EMC® and VMware® customer, Acushnet decided to use EMC storage, VMware vSphere™ virtualization solutions, Dell servers, and Cisco switches for the Thailand site. The firm's two-person server and storage team in Massachusetts estimated it would take several months to assemble the solution on its own. When EMC proposed the EMC Integrated Infrastructure for VMware—a production-ready, "data center in a rack" filled with servers, storage, switches, and software, Acushnet decided this was a far more efficient option.

In Massachusetts, EMC Global Services provided Acushnet with planning, implementation, validation, and project management of the EMC Integrated Infrastructure for VMware. Once the preconfigured infrastructure was delivered to Thailand, EMC Global Services coordinated the installation.

Ben Travers, Acushnet senior systems administrator, comments, "The great thing was that EMC took care of everything. They installed the EMC storage and virtual machines, built the VMware Virtual Center, configured the switches, worked with our facilities people, and so on.

"What would have taken us at least two months to buy, build, and install was completed in only about two weeks. In fact, the Thailand plant was still pouring concrete when the EMC shipment got there. And once the plant's computer room was ready, it was just a matter of plugging in cables and powering on the hardware."

At the new plant, EMC CLARiiON® networked storage supports 11 VMware virtual machines consolidated on a pair of rackmount physical Dell servers. Microsoft SQL Server, Microsoft Active Directory file and print services, and several ball plant management and maintenance applications run in this environment. The EMC Integrated Infrastructure for VMware also incorporates the EMC Avamar® Virtual Edition data deduplication, backup, and recovery solution. Avamar enables daily full local backups, which are replicated to an Avamar Data Store in Fairhaven, 8,500 miles away.

Marshall notes, “Like most IT departments, we’ve got too much to do and not enough time. Now, we can have EMC, VMware, Cisco, and Avamar in a pre-built, easy-to-manage solution that lets us be quicker, faster, and more nimble. That’s critical to our business.”

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BEN TRAVERS
ACUSHNET SENIOR SYSTEMS ADMINISTRATOR

EFFICIENT, LOW-TOUCH IT ADMINISTRATION

Acushnet’s IT infrastructure in Thailand is 100 percent virtualized. Using a network connection, the U.S.-based IT team can manage the virtualized infrastructure from anywhere. One person in Thailand handles any physical administration.

“Acushnet is also actively virtualizing its server environment with VMware at Fairhaven,” says Travers. “The more we virtualize, the easier our life gets. At our main data center, we increased our server count by 33 percent with no additional staffing because of EMC and VMware.”

Data backup and recovery are other business requirements being met by EMC Avamar Virtual Edition at the Thailand plant. With data deduplication, Avamar reduces the size of data backup sets, enabling fast daily backups and quick recovery.

Marshall says, “We’re excited about Avamar because it leverages the VMware infrastructure at our remote site without additional hardware. Avamar is much simpler than the legacy backup products we use in our main data center.”

“Avamar was a huge draw to the integrated EMC and VMware solution,” says Travers. “It’s totally hands off. We don’t have to worry about changing tapes, shipping them offsite, or restarting failed backups.”

DUPLICATING OVERSEAS SUCCESS AT TWO NEW REMOTE SITES

Acushnet plans to replicate Thailand’s success with the EMC Integrated Infrastructure for VMware at two additional sites: its Carlsbad, California, golf club plant and its New Bedford, Massachusetts, custom ball plant.

Having a single vendor to build and support the virtualized infrastructure is highly efficient and offers significant peace of mind, according to Marshall. Acushnet calls on EMC whether a question or problem relates to the server, the storage, the switch, or virtualization software.

“EMC is a trusted partner that works with us tirelessly to solve our IT problems,” Marshall observes. “They demonstrate significant leadership by bringing other vendors together and coordinating solutions.”

In addition, Acushnet is dedicated to ensuring its global IT infrastructure benefits from the efficiencies of private cloud.

Marshall explains, “We’re far along with building a private cloud using EMC and VMware technology. When you achieve faster provisioning, improved high availability, and economies of scale which deliver real cost savings to the company, that’s absolutely the way to go.”

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PETER MARSHALL
VICE PRESIDENT OF TECHNOLOGY SERVICES, ACUSHNET

CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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