

Fashion Industry Leader

ViPR SRM helps fashion firm efficiently expand global operations



ESSENTIALS

Industry

Fashion

Organization Size

25,000 employees

Business Challenges

- Global expansion driving rapid data growth
- Storage administration becoming difficult and time-consuming

Solutions

- EMC ViPR SRM
- VMware, Citrix, SAP, Microsoft Dynamics AX, Oracle, JD Edwards, Movex

Results

- Achieved proactive issue identification and resolution
- Perform root cause analysis in minutes
- Strengthened assurance that replication schedules are met
- Enabled reporting that could save hundreds of thousands annually

OVERVIEW

This company is a leader in the design, marketing, and distribution of premium lifestyle products spanning apparel, home, accessories, and fragrances. This fashion icon has grown to become one of the world's most widely recognized families of consumer brands.

BUSINESS CHALLENGES

In recent years, the firm has been expanding internationally with Asia representing one its fastest-growing markets. The company also has brought outsourced applications in-house to gain greater control over operations. As a result, its IT infrastructure has been flooded with new data, rising from one petabyte to 1.5 petabytes over the last year and continuing to grow at a rate of 40 percent annually. With numerous EMC® storage platforms across five global data centers and a corporate mandate to reduce costs, IT could no longer efficiently manage the storage environment while keeping up with the data growth. Using multiple management interfaces to gather performance and capacity information was time-consuming and often resulted in over-provisioning.

A satisfied, long-time EMC customer, the fashion company again turned to EMC, choosing EMC ViPR SRM for end-to-end monitoring and analysis of its enterprise storage systems.

SOLUTIONS

The fashion company is replacing its EMC ControlCenter® and EMC ProSphere® solutions with EMC ViPR SRM to manage its EMC storage infrastructure across five data centers through a single interface. The solution enables IT to efficiently monitor storage resource utilization on a per-department and per-application basis to support chargeback and show-back, business reporting, and budget planning.

The company has completely standardized on EMC VMAX® enterprise storage, EMC VNX® unified storage, and legacy EMC storage arrays to store its business applications, including SAP ERP, Microsoft Dynamics AX, Oracle, JD Edwards, and Movex ERP. The most critical applications such as SAP reside on VMAX arrays, which are replicated to a remote disaster recovery site 15 miles away using EMC SRDF®. Data from other storage arrays is backed up to EMC Data Domain® deduplication storage systems, which also are replicated to the remote site.

Approximately 80 percent of the infrastructure, which includes Cisco UCS servers, is virtualized with VMware and Citrix.

PROACTIVE ISSUE RESOLUTION

EMC ViPR SRM enabled IT to transform from a reactive to a proactive organization by being able to monitor storage system health and adjust to business demand in real time. Previously, IT was only aware of storage issues after they began impacting servers and applications. Today, IT can track exact I/O for each application server hitting a storage array and anticipate if any action is required.

The fashion company's storage administrator explains, "With EMC's ViPR SRM, we can see if a particular application is going to overwhelm the storage it's on and move it to a higher-performance storage tier on-demand. This helps IT be more agile and efficient in handling data growth as the business expands."

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Storage Administrator
Fashion Industry Leader

SINGLE PANE OF GLASS ACCELERATES ANALYSIS

When more complex issues arise, IT also can analyze root causes more quickly and take corrective action to ensure service level agreements are maintained. In one instance, the company's Citrix environment was subject to heavy workloads, which created a hot spot in the storage array. With ViPR SRM, IT accessed a complete view of the storage topology and drilled down to the LUN level to determine the precise source of the problem.

"ViPR SRM helped us see that certain LUNs were being hit so hard, they were bringing other LUNs in the storage pool to their knees," says the storage administrator. "By looking through a single pane of glass across all our arrays, the analysis only takes minutes. Before, we had to pull information from multiple sources to pinpoint this kind of issue, which would require considerably more time and resources."

STAYING ON SCHEDULE WITH REPLICATIONS

The company also can monitor the amount of data being replicated, along with associated latency to identify any issues that might compromise data protection.

"If we see the average replication I/O or latencies starting to rise, we can be more proactive to keep up with all required replication schedules," notes the storage administrator. "It's nice being able to get all the statistics we need from one solution instead of going into different applications like before."

HUNDREDS OF THOUSANDS DOLLARS IN SAVINGS

Another capability ViPR SRM will provide the company is chargeback and show-back reports. These had been impossible to create manually due to the large number of applications and a distributed global storage infrastructure.

The reports will enable the company to plan overall storage capacity more efficiently by showing application owners their actual storage utilization compared to the amount they originally requested."

"Once application teams and business managers see the storage they really need, we can be more efficient in allocating the proper amount of capacity," the storage administrator advises. "This could save us hundreds of thousands of dollars each year."

BUSINESS REPORTING AIDS GLOBAL EXPANSION

ViPR SRM will allow IT to easily create business reports and provide senior management with dashboards for an at-a-glance view of performance and utilization.

"We had been reluctant to create reports for management because it had become too difficult and time-consuming as our infrastructure has grown and become more complex," says the storage administrator.

"ViPR SRM will make reporting much easier and allow us to better communicate the value of the storage services we're delivering to the business. And that information will help the business expand its operations more reliably and efficiently. "

CONTACT US

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