



# Client Profile

## CGP Manufacturer Northern California

*This Client Profile highlights a \$2 Billion Consumer Packaged Goods Manufacturer -- headquartered in Northern California -- that is focused on improving consumer lifestyles by providing high-quality, innovative products for outdoor living spaces and pets.*

### THE CHALLENGE

In addition to the business initiatives of reducing cost and improving operational efficiency, the manufacturer was confronted with a number of data center challenges, including aging technology which was costly to maintain. Because their contract with their data center co-lo provider was coming up and their equipment was nearing the end of their lease, it was a great opportunity to think strategically beyond simply upgrading the hardware, to designing and implementing the "Data Center of the Future". The goal was to reduce costs and improve business process and operational efficiencies.

### THE SOLUTION

CMI held a series of workshops to analyze the client's current environment and gather business and technical requirements. From this work a future-state solution matrix of options was created and used to build an informed recommendation. A financial analysis was undertaken to identify the fiscal benefits of our recommended solution. The solution was based on an innovative Converged Infrastructure design that included IBM's PureFlex, Storwize V7000 with Easy Tier for virtualized storage, Flash technology for high performance Business Intelligence applications and SmartCloud Entry for private cloud automation.

Once the client agreed Converged Infrastructure was the right solution, we got to work - integrating the PureFlex with their existing Cisco network infrastructure, migrating the data from their existing EMC storage solution to the V7000, and migrating standalone VMware servers to Flex Nodes. We also provided significant implementation and training services to help this client transition to this converged infrastructure model.

### THE BENEFIT

By building the "Data Center of the Future", the client recognized savings in time, money, and resources. Converged infrastructure provided improved performance and simplification through fully integrated compute, network and virtualized storage and single pane of glass management. Flash technology accelerated business reporting capabilities, ensuring the CEO's reports were no longer late. IBM's SmartCloud Entry provided a path to private cloud, helping the client become a hybrid organization.

### ABOUT US

CMI leverages over 35+ years of experience, serving as an extension of client teams while helping them achieve competitive advantage through technology and innovation. We offer systems and storage infrastructure, software, cloud enablement, consulting and professional services in the relentless pursuit of IT optimization.

### SOLUTION COMPONENTS

- IBM PureFlex System with Advanced Manager
- SmartCloud Entry (Private Cloud)
- Intel Nodes
- Power Node
- V7000 Storage and SVC
- Flash System
- Pre-Installation onsite
- Preparation Training

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