

“Fujitsu has given us a scalable, robust and cost-effective IT platform that safeguards the business for the next five years. It’s faster, easier to manage and makes our users extremely productive.”

Paulo Espirito Santo  
DSO Director  
Locarent



Locarent deployed two FUJITSU PRIMEFLEX vShape solutions to support all core business operations - reducing costs, simplifying management and lowering energy consumption.

#### At a glance

Country: Portugal  
Industry: Financial Services and Car Hire  
Founded: 2003  
Employees: 80  
Website: [locarent.pt](http://locarent.pt)

#### Challenge

Locarent’s aging heterogeneous IT infrastructure was a burden to manage and support, as well as featuring poor application performance. The company wanted to move to an entirely virtualized platform supplied by a single vendor.

#### Solution

Locarent worked with long-term partner Fujitsu to deploy two FUJITSU Integrated System PRIMEFLEX vShape solutions, which include highly scalable industry-standard components such as storage, networking and virtualization software.

#### Benefit

- 95 percent reduction in failure thanks to improved SSD reliability
- 40 percent reduction in energy consumption and the need for less actual space
- 40- 95 percent increase in application performance
- Significant reduction in maintenance has saved Locarent time and money
- Simple, efficient and fast provision of new services and applications

## Customer

Established in 2003, Locarent is owned by Portuguese financial companies Novo Banco and Caixa Geral de Depósitos, with the two aiming to complement their portfolio through car hire. This enables them to take advantage of existing banking networks, thereby offering services at 1,200 branches and through 50 companies. Locarent prides itself on its professional, efficient, high-quality customer service. The company has a fleet of 16,000 vehicles and an annual revenue in excess of €65m.

## Products and services

2 x FUJITSU Integrated System PRIMEFLEX vShape solutions, including:

- 4 x FUJITSU Server PRIMERGY RX2540 with VMware Essentials Plus with vCenter SRM for DR
- 2 x FUJITSU Storage ETERNUS CS200
- 2 x FUJITSU Storage ETERNUS DX200 SF16
- 2 x Brocade Switch FC6505
- 2 x Brocade Switch ICX6450

## Challenge

Car rental company Locarent had an aging heterogeneous IT environment which was difficult to manage and negatively impacted productivity. The organization wanted to move to an integrated, single-vendor infrastructure in order to simplify maintenance and reduce costs.

"We needed to change the core solution and introduce innovation to improve performance and satisfy the needs of the business," explains Paulo, DSO Director, Locarent. "From disaster recovery to servers and storage, we wanted a single IT partner to take care of the entire landscape."

Locarent has been a long-term Fujitsu customer and turned to it for advice when requiring a more flexible and agile operating environment. With growth rates of around four percent, the company also wanted a solution that would scale easily.

"The idea was to standardize on Fujitsu hardware instead of having to deal with multiple vendors," adds Paulo. "We also wanted to virtualize our entire estate to reduce maintenance costs and improve manageability."

## Solution

Fujitsu built and configured two FUJITSU Integrated System PRIMEFLEX vShape solutions in locations in Lisbon and Porto. Each consists of a specially designed blend of FUJITSU PRIMERGY servers, FUJITSU ETERNUS Storage and Brocade network switches. Essentially, this gives Locarent a straight out-of-the-box, fully virtualized, enterprise-class IT architecture without the hassle of designing, integrating and testing it in-house.

"We outlined our objectives and Fujitsu designed a complete solution to meet our needs. These two mirrored platforms – with in-built disaster recovery – now support all our Microsoft applications and SQL databases for over 70 users," continues Paulo. "It was a seamless migration that was well planned by our team and Fujitsu to ensure no disruption to the business."

PRIMEFLEX vShape is a virtualization and private cloud reference architecture that provides Locarent with highly-scalable, industry-standard components, including storage, networking and virtualization software that are synchronized and validated as a single solution.

In total, it took one month for Fujitsu and Locarent to deploy four FUJITSU Server PRIMERGY RX2540, two FUJITSU Storage ETERNUS DX200 SF16 and two FUJITSU Storage ETERNUS CS200 solutions. These were then run in parallel to existing hardware while data was gradually migrated.

"It has been a digital transformation where we have worked together to reduce costs, improve reliability and minimize our carbon footprint," says Paulo. "Fujitsu is the ideal partner in such a project."

## Benefit

Locarent now enjoys an up to 80 percent increase in application performance - enabling a much more productive workforce. For example, producing invoices, a process that could have taken four hours can now be done in a single minute. Moreover, the IT estate has been consolidated, takes up less space, consumes less energy and is simpler to manage.

"Provisioning new virtual machines is easy, while the equipment itself requires little maintenance. Furthermore, because there is less physical equipment, there is a reduced need for licenses and we can save money," comments Paulo. "By virtualizing the whole estate, we also reduce costs associated with management."

Paulo also appreciates that by working with a sole provider, it makes support far easier to deal with: "If we have an issue, there is one number to call and one team to talk to. That means we can solve incidents quickly and troubleshoot more accurately."

Another innovation introduced during this roll-out is the use of solid state drives, which have dramatically reduced disk failure rate by 95 percent. Naturally, this has translated into better availability and lower costs. Furthermore, energy consumption has fallen by 40 percent, while back up procedures have also been streamlined.

"Users used to be responsible for their own tape-based back-ups. Now it is an automated centralized disc-based approach which happens daily," says Paulo. "That gives us peace of mind as does the fact that each of our two sites can provide disaster recovery for each other in case of failure."

One final advantage of the new system is that it prepares Locarent for the forthcoming European General Data Protection Regulation (GDPR) legislation – helping ensure compliance without the need for additional investment.

"Fujitsu has given us a scalable, robust and cost-effective IT platform that safeguards the business for the next five years," concludes Paulo. "It's faster, easier to manage and makes our users extremely productive. We look forward to continuing our partnership well into the future."

## FUJITSU

Contact a representative at: [sales-me@ts.fujitsu.com](mailto:sales-me@ts.fujitsu.com)

Phone: +971-4-5015713

© 2017 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. PRIMEFLEX is a registered trademark in Europe and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.