

“A lot of it is the personal relationship. We have worked with Fujitsu for a long time; they know us and we trust them. Together we figured out exactly what we needed. And then it worked.”

Daniel Ivarsson  
CEO  
Diflex AB

Diflex AB upgraded to the FUJITSU Storage ETERNUS DX200 S3 to reduce the manual management of data and to increase scalability.

#### At a glance

Country: Sweden

Industry: IT Solutions

Founded: 1963

Employees: 16

Website: [www.diflex.se](http://www.diflex.se)

#### Challenge

Diflex AB was spending too much money and effort on managing the data on an outdated storage system that could not keep up with its rapid growth and increased storage requirements. It needed something highly scalable that eliminated manual functions, which stole valuable time from its customers.

#### Solution

The company optimized its 30-year relationship with Fujitsu to identify and implement the FUJITSU Storage ETERNUS DX200 S3. The scalable and automated storage system allows Diflex AB to efficiently manage the diverse data storage and retrieval needs of its 3,000+ users.

#### Benefit

- Automated process reduced complexity and eliminated manual hours
- Time and cost savings has improved relationships and increased attention on customers
- Greater functionality, quicker access
- Customer-focused features for future value-added services
- Zero down time since it came online

## Customer

Originally founded in 1963, Diflex AB is a close-knit, family-driven business operating under the helm of CEO, Daniel Ivarsson, son of the former CEO, Kjell Ivarsson, who is still an integral part of the business. Diflex AB delivers complete IT solutions to small and medium sized companies in Ängelholm, Sweden. Diflex AB prides itself on supplying its customers the highest security and performance at a competitive price.

## Products and services

■ FUJITSU Storage ETERNUS DX200

## Challenge

Diflex AB has always been dedicated to helping small and medium-sized companies with their IT and data management needs. Throughout its history, it has aimed to supply complete IT solutions with the best performance and highest security to its customers. In order to deliver on that promise, Diflex AB installed the then state-of-the-art, first generation FUJITSU Storage ETERNUS DX80 S1 more than five years ago. Since then, its annual turnover has grown by 20-30 percent and the DX80 was no longer able to handle the company's growing client base and their individual needs.

"We had great performance from the old storage system, better than we ever had before," explains CEO, Daniel Ivarsson. "But our customer base is growing and so is their need to store data. That put a lot of load on the old system. We needed a solution that allowed us to grow."

Diflex AB offers its customers complete IT solutions for their corporate needs. Each is unique, which translates into a reasonable requirement for occasional adjustments. That means staff puts in a lot of 'hands-on' data management in order to prioritize the access to data their customers require.

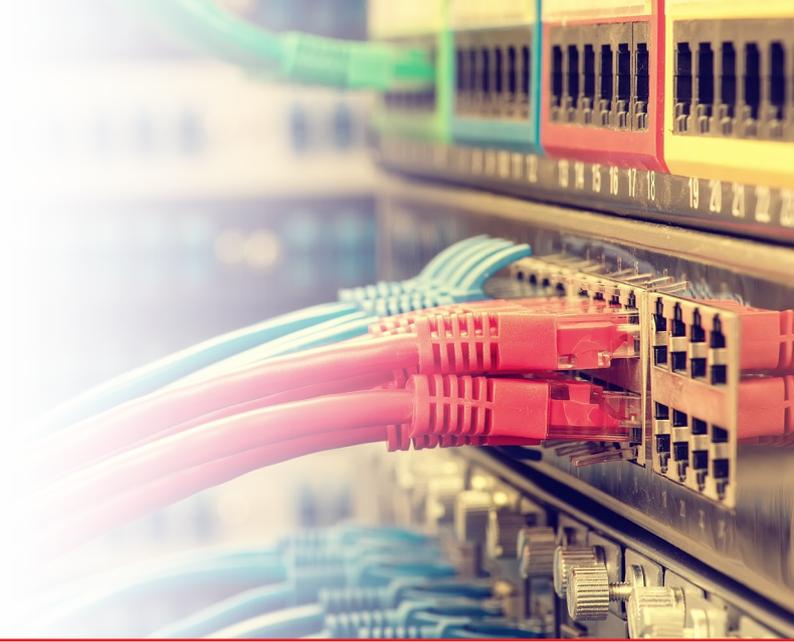
"Some need high speed, some need large capacity. Establishing that balance used to mean a lot of manual adjustments and that demands a lot of man hours," Ivarsson continues. "We wanted to shift away from the manual task to adjust the load balance all the time. The old system wasn't correctly scaled for us anymore."

Understanding the evolving demands, it became obvious that a more sophisticated storage system was required. After working together on many previous occasions, it was an easy decision to turn to Fujitsu to find the right solution.

"We have been working with Fujitsu, the same contact people, for more than 30 years." Ivarsson reflects, "It's been a very, very long time."

## Solution

The Fujitsu team and Diflex AB worked together to research and finally determine that the FUJITSU Storage ETERNUS DX200 S3 was the right replacement. The shift to the new system would continue to deliver the performance Diflex AB always relied on with its previous DX80 system, but it would also add scalability. Most importantly, it would automate functions it had previously needed to do by hand.



"Now we have high scalability with the FUJITSU Storage ETERNUS DX200 S3 and no longer need to move data manually," Ivarsson beams. "When we shifted to the new system, we got what we needed and we didn't need to put so much time into managing data. The system handles all of the technical details itself."

A diverse variety of businesses depends on Diflex AB for their complete IT solutions. However, the data storage and access requirement for the owner of a taxi company can significantly differ from the neighborhood restaurant company with a fluctuating wait staff, take-out orders and catering contracts. Diflex AB can now offer customer-focused solutions.

"The solution we bought has the function to prioritize the way our customers want to access the layers of data. Our previous system didn't have that function," remarks Ivarsson. "Now we can help our customers with their specific concerns regarding their individual IT needs. There's a constant prioritizing of data."

## Benefit

For Diflex AB the greatest benefit of the FUJITSU Storage ETERNUS DX200 S3 is the improved customer care. Because the new system manages data automatically, a small company like Diflex AB can optimize its limited human and financial resources. The company used to have to take in consultants, hire technicians and appropriate a part of its staff's hours to working with data management. That has all changed with an automated system. That means more resources can be spent on adding value for its customers and creating new business.

"When we shifted to the new system, we got what we needed and we didn't need to put so much time into managing data. By lightening our staff's data management duties, they have more time to spend with our customers," Ivarsson continues. "Simply put, we need less time managing the storage system and have more time to take care of our customers."

The FUJITSU Storage ETERNUS DX200 S3 provides the right performance, security and scalability for Diflex AB to deliver its solutions. The high level of dependability of the system is the cornerstone of the product they supply their customers.

"We get high performance without needing to put in a lot of time. In more than six months the system hasn't stood still for a single moment." Ivarsson points out, "These systems have extreme up time. Even our old DX80 is still in use as backup storage."

## FUJITSU

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