

Case Study

Efficient E-Mail Functionality for Rockwool

»Fujitsu’s Efficient E-Mail solution let us reduce the size of our Exchange environment by two-thirds. And the backup and restore functions are user focused, much faster, and also cheaper.«

Flemming Bonnesen, IT Project Manager, Rockwool Denmark



The Rockwool Group

Rockwool has been involved in the production of stone wool for over 75 years. Today, the group ranks among the world’s leading producers of insulation materials. With some 7,800 employees based in more than 30 countries, Rockwool provides customers worldwide with stone wool products and solutions. The group’s success is based on commitment to research and development that has consistently resulted in superior technology and products. Of course, the group’s IT resources have contributed to this track record of success.

An Uncontrolled Flood of Data

Data growth can make it impossible to keep pace with exploding volumes of information, and that represents a major challenge for IT decision-makers. After all, an uncontrolled flood of data not only ties up expensive server capacity but also generates needless expense. And that’s the problem the Rockwool Group was faced with. The group was producing data at a rate that had taken on critical dimensions, especially in the Microsoft Exchange environment, where the growth curve had reached 40% per year. Of course, that also meant an explosive increase in costs. Rockwool decision-makers recognized the necessity for improvement and looked for a new way to manage the Exchange area. And that’s when they decided to partner with Fujitsu and EMC, who offered leading-edge expertise plus a convincing solution – Efficient E-Mail with EMC SourceOne Email Management and Centera for content-addressed storage.

A Systematic Approach to Storage

Deployment of Centera and EMC SourceOne Email Management meant a marked improvement in e-mail storage for Rockwool. Centera gives the client a capacity of between 16 and 128 terabytes for long-term storage. The disk-based archive is the ideal solution for long-term retention of fixed content. Centera is a highly scalable storage system that is the perfect choice for solutions that enable Internet access to huge data volumes that have grown over time. Rockwool now benefits from seamless and economical access to its archived e-mail data and now has its constantly expanding information environment under control. Backups are also much faster than ever before.

The customer

Country: Denmark
 Industry: Building and construction
 Incorporation: Over 75 years ago
 Employees: 7,800
 Internet: www.rockwool.com



The challenge

Deployment of intelligent and efficient e-mail and storage management.

The solution

The Efficient E-Mail Solution from Fujitsu based on EMC Centera and SourceOne E-Mail Management.

Customer benefits

- Reduced costs due to gain of 2.7 TB in capacity in the Microsoft Exchange environment
- Fast backup and recovery through storage of e-mails and PST files of 4,000 users
- Employees can quickly locate deleted files in the archive without assistance
- Full-text search functionality to access e-mails and attachments in the archive

Products and services

- 1x EMC Centera
- 1x EMC SourceOne Email Management
- Services: Fujitsu Efficient E-Mail Services

Less is More

Rockwool's experience is typical of that of many companies. Explosive growth can make it difficult or even impossible to manage e-mail data. And this can happen despite the fact that a company's users actively use only two percent of this volume of data. The rest of the data not only takes up space but also ties up valuable server resources at the same time. When Rockwool's IT decision-makers realized that they were faced with this problem, they took action. What they decided to do is systematically use intelligent technology to improve data storage. These goals translated into the following activities:

- Consolidation of the entire Exchange environment
- Creation of a central e-mail archive
- Reduction of volume of e-mail data generated
- Savings in the area of data protection and storage

Fujitsu and EMC Deliver the Solution

The combination of the EMC Centera integrated hardware and software system and SourceOne Email Management has enabled Rockwool to eliminate the problems associated with large volumes of fixed content. The company now again has 2.7 TB more storage capacity on its Microsoft Exchange servers. The reduction of approximately 70 percent in data volume results from the fact that only active e-mails require storage capacity, and archived e-mails are available online.

Rockwool Opts for Intelligent E-Mail Archiving

Rockwool's management was very satisfied with the outcome of the project. Their confidence in the quality of the service and technology offered by Fujitsu – especially in connection with EMC – paid off. Flemming Bonnesen, who managed the Exchange project for Rockwool, cited an example to show what a big difference the new solution made:

"The solutions from Fujitsu and EMC enabled us to immediately eliminate 2.7 TB of e-mail copies and attachments from our Exchange server environment."

This savings effect is based on the principle of storing a single file at a central location instead of several hundred distributed files. This new approach makes it possible for the Rockwool IT department to offer better services. In addition, every user can access files previously stored in the archive. The "data cleansing" process carried out in the Exchange area has also had a positive effect in terms of economy since this resulted in a reduction in expenses.

On Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170,000 employees, Fujitsu supports customers in 70 countries. A worldwide corps of systems and services experts, highly reliable computing and communications products and advanced microelectronics deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.6 trillion yen (US\$ 50 billion) for the fiscal year ended March 31, 2010.



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