

# Case Study

## Anthony Marano Company

» Before we used Fujitsu we had other suppliers and there is no comparison in the reliability of the equipment «  
Chris Nowak, CTO, Anthony Marano Company



### The customer

In 1950, Anthony and Josephine Marano founded the Anthony Marano Company, a wholesale distributor of tomatoes serving the stores and restaurants of Chicago and the Upper Midwest. They have expanded over the past sixty years and now sell a full line of fruit and vegetables to their customers.

At the helm of the company for most of his life, Marano has seen six children and a third generation of grandchildren join the business – all dedicated to a commitment of service excellence. This dedication continues through today, where sons Anton and Jody now run the growing family business.

### The challenge

*“Technology is critical to the success of the company, especially in recent years as we respond to changing markets and new business opportunities,”* says Chris Nowak, CTO at Anthony Marano.

Open seven days a week, 360 days a year, Anthony Marano has built a cutting edge facility to efficiently move more than one million cases of fresh produce in and out of the building each month. But success does not come without its challenges. The logistics surrounding the perishable agricultural commodity business are very complex. In fact, 70 to 80 percent of the 2,000 to 3,000 daily orders need to be picked, packed and shipped within hours. And with more than 1,400 products from around the world in the warehouse at any given time, each with varying shelf lives and storage needs, inventory management and product pricing were becoming increasingly complicated. Thus efficient and reliable IT was critical for the continued success of the business.

As CTO Chris Nowak says: *“We feel IT is an enabler for our success here at Anthony Marano Company in supporting our sales systems, our purchasing systems and our warehouse fulfillment. Those are the three critical daily tasks we have.”*

### The solution

To address these challenges, Anthony Marano automated its paper-based front office operations with a customized real-time inventory management application. Up-to-the-minute access to the inventory set the Anthony Marano Company apart from the competition, many of whom do not have the infrastructure to support real-time inventory control.

#### THE CUSTOMER

Country: USA  
Industry: Food and Retail  
Founded: 1950  
Website: [www.anthonymarano.com](http://www.anthonymarano.com)



#### CHALLENGE

Anthony Marano Company distributes an extensive line of produce. They needed IT support to enable the complex needs of the perishable agricultural commodity business.

#### APPROACH

Fujitsu provides server and storage solutions to allow Anthony Marano Company real-time access to its inventory. Anthony Marano now has a reliable IT infrastructure operating on a daily basis.

#### THE BENEFIT

- Greater reliability through robust IT equipment
- Improved performance and functionality
- Easy to manage
- Reduced costs

*"Real-time knowledge of our inventory helps us respond to our customers' needs faster than the competition and boosts our reputation as a distributor our customers can count on," says Chris Nowak.*

Real-time inventory management also enabled Anthony Marano to price more effectively, a major advantage in a business where pricing varies from customer to customer depending on requirements, volume, the nature of the relationship, and market fluctuation. To support this, Anthony Marano Company needed a reliable partner.

*"Associating with the best - that is an ethos we follow with all of our supplier relationships. Whether that's the best fruit and vegetables that we can acquire for our customers or the best equipment we can use for our IT infrastructure."*

By switching to a Fujitsu platform, Anthony Marano has benefited from a major performance boost. Closely aligned with the Intel Itanium Processor Family (IPF), the Fujitsu PRIMEQUEST server family offers new functionality and performance gains. The ETERNUS DX440 SAN solution also adds to the platform's superior performance and speed. Anthony Marano boots its PRIMEQUEST server directly off the SAN, which shares disk drives across different partitions, thereby delivering great performance, even on a system reboot.

#### The benefit

*"What makes Fujitsu special for our relationship here at Anthony Marano Company is the reliability of the equipment."*

The performance increase has enabled Anthony Marano to extend its historical pricing window from two weeks' worth of data to four weeks, providing sales staff with access to more data to help them make important pricing decisions. *"All of our back office applications including reporting capabilities and nightly posting procedures have enjoyed a 100 percent performance improvement since switching to Fujitsu,"* says Nowak.

#### THE PRODUCTS AND SERVICES

- PRIMEQUEST 1800E line runs the rack and blade servers that run the company's virtualized environment
- PRIMERGY BX900 server offers new functionality and performance gains
- ETERNUS DX440 line covers the company's Storage Area Network

Nowak went on to add that the people of Fujitsu have helped deepen their relationship, saying: *"We feel Fujitsu does bring a human touch to IT. Because of the good rapport we have with the local team it has been consistent and we like having a consistent perspective. We provide that to our customers and we feel Fujitsu provides that to us."*

#### Conclusion

*"Fujitsu is ambitious, bringing their global presence and their new technologies that we can take advantage of."*

Steeped in strong family values and tradition, Anthony Marano has been successful over the years because of its commitment to enhanced customer service and excellent operational efficiencies. With technology at the core of its business, Anthony Marano can continue to rely on its Fujitsu platform for superior system performance 24 hours a day, 360 days a year. As Nowak says:

***"We switched to Fujitsu because no other vendor can deliver the performance and reliability our business – and customers – demand."***

#### About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. For more information, please see <http://www.fujitsu.com>

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