pelzGROUP
PRODUCTS FOR A BETTER LIFE

"The smooth and uncomplicated way in which the conversion to the FUJITSU Storage ETERNUS All-Flash systems was carried out – without a moment of downtime – really set this solution apart."

Jan-Peter Raichle
IT Team Leader
pelzGROUP

Moving to a pair of FUJITSU Storage ETERNUS All-Flash systems has reduced access times and safeguarded critical just-in-time processes for the company.

At a glance

Country: Germany
Industry: Manufacturing
Founded: 1948
Website: pelzgroup.de

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Challenge

pelzGROUP's existing storage server from a competing manufacturer could no longer keep pace with its dynamic growth. Latency times for some of the company's critical applications had become untenable. It began looking for a system that could keep up with it long-term.

Solution

A pair of FUJITSU Storage ETERNUS AF250 All-Flash systems reduce latency and significantly improve efficiency. Business-critical applications for the logistics and accounting departments now run at least ten percent faster. Further benefits include transparent failover and energy efficiency.

Benefit

- Redundant, futureproof storage system
- Business-critical applications now run ten percent faster
- Not one minute of downtime during the conversion
- Trusting, direct relationship with German-speaking representatives

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FUJITSU

Customer

Founded in 1948 by Willy Pelz, pelzGROUP is a medium-sized family company with more than 750 employees. From its base in Wahlstedt in the German state of Schleswig-Holstein, it produces consumer goods that make everyday life easier and more enjoyable. It uses the latest technology to create high-quality industrial and consumer products from cotton wool, nonwoven fabrics and foils, including for brands such as Q-tips, Cosmea and Pely. As well as having high quality standards, the company is also committed to sustainability, supporting the local economy and social responsibility. Quality - made in Germany.

Products and Services

- 2 x FUJITSU Storage ETERNUS AF250 All-Flash systems with ETERNUS storage cluster

Long-term storage solution for just-in-time processes

The dynamic growth of pelzGROUP over recent years had pushed its existing storage system to its limits. The Group supplies its products to many different companies, including all of Germany's largest drugstore chains. "The storage system we had in place was no longer able to keep up with our rapid growth," confirms Jan-Peter Raichle, IT Team Leader at pelzGROUP. Increasing latency times were affecting the work of staff in many departments.

"We use a number of database systems across the company. Many things have to be done 'just-in-time'," continues Raichle, explaining where the main issues lay. For example, in the newly-built high-bay warehouse with 14,000 spaces, the ERP and warehouse control systems must work completely in sync, and whatever is ordered has to start moving through the chain immediately. "It's a critical application. We can't afford delays with it," explains Raichle.

The company also needed real-time analysis of its large data volumes. "When you run a query on your data warehouse system to find the stock level of a product a particular company has ordered, you want to know right then, not in a couple of hours."

The company was therefore looking for a new storage system that could keep pace with its development over the long term.

Safeguarding critical processes with FUJITSU Storage ETERNUS All-Flash systems

A pair of FUJITSU Storage ETERNUS AF250 All-Flash devices proved to be pelzGROUP's savior, as their high IOPS performance could easily cover the company's key requirement: short latency times, even under high loads. Split between the main data center and a separate manufacturing area to ensure high availability and redundancy, the two FUJITSU Storage ETERNUS AF250 All-Flash systems now support the company's critical business applications.

One key advantage the team saw in the ETERNUS AF250 was the All-Flash technology at its heart. They had already had some experience of using All-Flash in certain areas but moving to an All-Flash storage system was, in Raichle's words, a "quantum leap".

Another welcome feature this performance boost brought with it was transparent failover between the two FUJITSU Storage ETERNUS AF250 All-Flash systems. The company did have a disaster recovery strategy in place before, but the IT department would have had to intervene manually in the event of an emergency. "The ETERNUS storage systems failover automatically. I think it's a great feature but it's not easy to find it on the market in this form, at least not at this price point."

And for a company that has been repeatedly recognized for its commitment to sustainability, the energy efficiency gains were not to be overlooked either. The previous storage system used ten times as much power.

Smooth project development with a competent partner

"Having such completely reliable and direct contact with Fujitsu was excellent," continues Raichle. "You don't get that from most providers these days." pelzGROUP had two strong partners at its side for the implementation and migration of the storage systems: Fujitsu and its SELECT Circle Partner SVA System Vertrieb Alexander GmbH.

And now that it has the new FUJITSU Storage ETERNUS AF250 All-Flash devices in place, the company can go into the next phase of its growth, stress-free. This is because one of the items at the top of its wish list was a considerably longer lifespan of four to five years for its equipment. The efficiency gains provided by the ETERNUS All-Flash systems were immediately tangible. "Ten percent faster, maybe even more," confirms Raichle. He had also noticed that the system has large reserves in place for growing applications.

One final part of the project the Team Leader was particularly impressed with was the support received from both partner companies. "The smooth and uncomplicated way in which the conversion to the FUJITSU Storage ETERNUS All-Flash systems was carried out – without a moment of downtime – really set this solution apart." The company was able to keep all its systems running throughout the project, and his team felt very well-supported by the Fujitsu representatives and SVA's system engineers. This made the whole migration run smoothly.

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