

“Faster performance equals more productive employees with no frustrating delays in accessing data or applications. At the same time, the Fujitsu solution is very reliable with zero downtime so far.”

Marcin Koczkodaj
IT Infrastructure Manager
ABC Data



ABC Data deployed FUJITSU Storage ETERNUS and FUJITSU Server PRIMERGY machines to boost application performance, reliability and scalability.

At a glance

Country: Poland
Industry: IT Distribution
Founded: 1990
Employees: 570+
Website: www.abcddata.eu

Challenge

ABC Data had accumulated around 60 virtual machines over the years, however, many existed in siloes and had become difficult to manage and impossible to scale. As the company continues its rapid growth, it needed a more flexible and scalable virtualization and storage platform.

Solution

ABC Data deployed a combination of Fujitsu storage and server technology and migrated core business applications to the new solution. It now provides access to 74 virtual machines for 600 employees in multiple locations.

Benefit

- Fujitsu platform operates at around 40 percent utilization, making application performance four times faster
- Can scale up by a factor of two without additional investment, and with factor of three with small investment, enabling rapid growth over the next five years
- Provides disaster recovery capability for Microsoft Hyper-V and an in-house development environment

Customer

ABC Data S.A. is a leader in the distribution of IT hardware and consumer electronics in Poland and the only entity operating directly in eight countries within Central and Eastern Europe. It provides comprehensive services in distribution, logistics, finance and consultancy and has a product range of over 100,000 products, also available on its InterLink online platform. The company boasts the best logistics parameters in the industry and the fastest deliveries in the CEE region.

Products and services

- FUJITSU Storage ETERNUS DX200 S3
- FUJITSU Server PRIMERGY RX2540

Challenge

As the leading IT distributor in Central Europe, ABC Data is always keen to set an example in implementing the best technology to run its business. However, during a period of rapid growth, it found it was reacting to changing needs rather than planning a scalable platform. It also hosts Europe's foremost online B2B distribution system and needed to ensure this could cope with increasing demand.

"We have an aggressive expansion policy that involves either starting from scratch in new territories or acquiring an existing local distributor, however, all our IT needs are handled centrally from Poland," explains Jerzy Skórski, Business Development Manager, ABC Data. "Over time, we accumulated 60 virtual machines that had been created in a changing environment and existed in different siloes. Over time it became clearly inefficient and not scalable."

ABC Data went to market in search of a new solution that would provide one secure and stable platform for operations. As a distributor for all the major technology vendors, it has good relationships and invited them to pitch. Its primary criteria were computing power, efficiency, safety and low latency combined with high input/output operations per second (IOPS).

"We wanted a partner that could design a solution based on a robust SAN and high-performing servers at a cost-effective rate. Most vendors focused on lower costs but at the expense of performance and latency," adds Skórski. "However, Fujitsu came in with best-in-class performance and scalability and still remained in budget. It was the clear winner."

Solution

The scalable and unified FUJITSU Storage ETERNUS DX200 S3 delivers enterprise-class functionality for ABC Data and its subsidiaries with an excellent price/performance ratio. It is the perfect solution to consolidate data for server virtualization, email, databases and business applications as well as centralized file services, making it ideal for the company. ABC Data's own IT department worked with Fujitsu engineers to design, configure and deploy the FUJITSU Storage ETERNUS DX200 S3 system, supported by three FUJITSU Server PRIMERGY RX2540.

"The migration was seamless with no major problems and when minor issues did arise, Fujitsu came back with instant answers. Fujitsu even dispatched a specialist storage engineer from Warsaw to help out, which we appreciated," continues Skórski. "Together we spent three months building the new solution and migrating our existing data and applications."

The new storage platform supports multiple critical applications, including Microsoft SharePoint, Exchange CAS, and many other application servers. Nearly 600 users across Central and Eastern Europe depend on it to work effectively by accessing around 100 virtual machines hosted on Microsoft Hyper-V.

"It basically handles everything except databases and ERP, however, we haven't ruled out to add them later," says Skórski. "That makes it a key component of our business."

Benefit

Speed, performance and stability have all been boosted by the introduction of the ETERNUS device. Whereas the previous system ran at 100 percent utilization, making it slow and unreliable, the new Fujitsu platform operates at around 40 percent. In practice, this means application performance is three times faster.

"Faster performance equals more productive employees with no frustrating delays in accessing data or applications," comments Marcin Koczkodaj, IT Infrastructure Manager, ABC Data. "At the same time, the Fujitsu solution is very reliable with zero downtime so far. Again, that makes us more efficient as a company."

The ETERNUS DX architecture enables ABC Data to benefit from software options, such as thin provisioning, automatic storage tiering, transparent failover and quality of service management. At the same time, a simple, intuitive system management, highly flexible connectivity and the ability to significantly reduce operational and migration costs. "We can scale up by a factor of three with only small additional investment, which prepares us for rapid growth over the next five years," remarks Koczkodaj.

Following the success of this project, ABC Data has already completed the second phase, which involved the deployment of two FUJITSU Server PRIMERGY machines to provide disaster recovery capability for Microsoft Hyper-V (Replication Technology).

"Finally, we have one homogeneous vendor in our data center, giving us a reliable, high-performing and scalable architecture that will serve us well for years to come," concludes Koczkodaj. "The next step is to look at database integration and then upgrading our e-commerce system. This has already begun and we are looking forward to reaping the benefits."

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