



IBM Flash Storage **cuts response time in half** for a global distributor

Client Success Story

Distribution Industry

Dynamic Infrastructure
Data Management

essextec
GETTING IT DONE TOGETHER

Helping a fast-paced distributor **turbocharge its infrastructure**

OVERVIEW

Electronic components distributor

This global, \$20 billion electronic components distributor headquartered in the US, provides products, services, and solutions to industrial and commercial users of electronic components and enterprise computing solutions. With hundreds of locations around the world, the company is a supply channel partner for thousands of original equipment manufacturers, contract manufacturers, and commercial customers. Those customers work in a wide range of markets from telecommunications to transportation, medical to consumer electronics.

As a long-time infrastructure client, Essextec has provided the company with IBM Power servers, VMware virtualization solutions, and technical support related to Power servers.

CHALLENGE

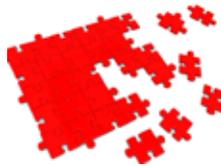
Every microsecond counts

Like many global organizations, this client was looking for the best possible combination of digital storage. It has a number of applications — from general ledger to order processing to accounts receivable — running on its Oracle ERP and they require the quickest response times possible. When a sizable organization has thousands of transactions every day that each take a fraction of a second, if not processed fast enough, those fractions quickly add up to lost productivity.

The previous configuration had required the organization to short-stroke its drives in order to achieve the speeds it needed. That meant using only about 20 percent of the drives in its environment at any given time.

“A pitfall of this type of solution is that you end up buying a lot of storage to go faster. You’re spending a lot of money to get speed,” states Essextec Account Manager, Tom Heger.

This long-time Essextec client was familiar with the firm’s ability to solve tough problems. As a result of that confidence, and the success of the relationship, they decided to extend that business partnership to cover storage needs.



SOLUTION

Breaking old speed barriers in a flash

With regard to the organization’s considerable previous investment in storage, it was reassuring to learn that there was no need to abandon any of its current storage. There was a simple, compact solution that could make the existing storage work faster and more efficiently: IBM FlashSystem 820.

One of the many benefits of the IBM FlashSystem 820 is that companies don’t have to take out their existing disks. The solution makes them run faster improving speed and storage efficiency. Compact and energy-efficient, IBM Flash can minimize business interruptions without sacrificing performance or usable capacity. It speeds up decision making across multiple applications, including online transactional processing. Plus, Flash storage boosts IT efficiency and raises bandwidth. It offers customers immediate value from their investment — deployment is quick and the Essextec team makes it easy.

By moving the organization’s most challenging transactions to IBM Flash storage, Essextec was able to help the client improve the speed and efficiency of all other processes that require bandwidth.



“This approach helps everything else work better by taking the biggest reads and biggest writes out of the environment to help the rest of the environment work more efficiently,” explains Heger.

The Essex tec team started by going in and capturing process data from the client’s peak transaction periods, then modeled it with the Flash solution. They then presented a report to the client that revealed the response they could realize by introducing Flash into the environment.

“We came back and told the client we could guarantee they were going to get a certain level of transaction speed improvement,” Heger states.

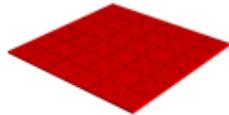
Next, Essex tec ran a proof-of-concept demonstration at the client site to show how effective Flash could be in the environment while running a typical workload.

The solution provides a prime example of how Essex tec helps organizations get more out of their existing investments in storage and infrastructure.

“We can go in and support your current environment,” Heger comments. “We help improve your response time without replacing tens of millions of dollars in equipment.”

RESULTS

From milliseconds to microseconds, with savings built in



Smaller footprint. Reduced energy costs. Smaller form factor. Bigger savings. The IBM FlashSystem 820 delivers it all.

“We offered them a box of speed. This little, tiny thing cut their response time by more than half”, declares Heger.

In addition to the game-changing response time improvements, Flash storage reduces power consumption and space usage. It also yields savings in heating and cooling.

The client is very happy with the solution and now is looking into additional IBM Flash storage for its business.

The solution cut internal business process times dramatically — from a 1.5 millisecond response time on a query down to 400 microseconds. That’s a savings of 1.1 milliseconds off each process — which adds up when you consider thousands of processes taking place day in and day out.

IBM FlashSystem turbocharges IT infrastructure, providing extreme performance to clients whose businesses depend on speed and big data technology. Flash storage delivers 6.7 times more capacity in a single rack, 19 times more cost efficiency in dollars per IOPS, and are significantly more energy efficient.

Organizations such as this, whose business depends on thousands or millions of transactions taking place all the time, have a lot to lose. In this case, each of the global transactions is worth, on average, \$800. The client can’t afford to slow down — and IBM FlashSystem ensures it doesn’t have to.

IBM Flash storage installed by Essex tec cut internal process times from 1.5 millisecond response time down to 400 microseconds. A 1.1 millisecond savings off each process.

OUR CUSTOMERS' SUCCESS IS OUR SUCCESS

Businesses of all sizes and across all industries are discovering the growing importance of connecting IT strategies and solutions with overall business goals and opportunities. It's critical that the technology environment be dynamic, scalable, highly available, and secure. Businesses must also ensure the integrity of their data, manage compliance mandates, and continually do more with less.

Our decades of experience, along with our broad portfolio of technology solutions and services, give you the confidence you need to thrive amid today's business demands. With technology constantly evolving, our consultants and certified technical experts stay on top of the latest advances to make sure you can remain competitive. We work with the most respected minds in the technology industry to offer a complete portfolio of solutions. We can help you navigate the ever-increasing demands of your business and the technology that powers it – whether your current challenge is:

- > Improving processing response time
- > Defining and implementing a disaster recovery strategy
- > Managing and protecting your mobile consumers and workforce
- > Harnessing your data for sharper, more relevant insights
- > Managing governance and regulatory compliance mandates
- > Mitigating company-wide risk
- > Virtualizing and reducing cost

No matter what your current technology challenge, we can help.

Learn more about our solutions and how we are helping businesses such as this global distributor.

Visit essextec.com or call our main office at 1-888-519-1518 to learn more or to schedule a consultation.

