



## FREUDENBERG IT'S HOSTING TRANSFORMS IT FROM COST CENTRE TO PROFIT CENTRE

### EXECUTIVE SUMMARY

#### INDUSTRY

ASP and Hosting

#### CUSTOMER

Freudenberg IT (FIT): an international, full-service IT provider specializing in SAP. FIT successfully implements, optimizes, and operates IT systems through its subsidiaries throughout Europe, the US, and Asia.

#### SITUATION

FIT needed to replace another storage vendor with which it was dissatisfied. Citing performance-issues and poor reliability as the major reasons for this change, FIT sought a storage vendor that could offer greater performance and reliability, improved scalability, and could make storage management simple and more efficient.

#### 3PAR SOLUTION

3PAR InServ® E200 Storage Server  
3PAR InForm® Operating System  
3PAR Fast RAID 5

#### RESULTS

Nearly effortless installation, setup, and rapid provisioning without the need for additional services

Simplified storage management of German- and US-based InServ systems administered from one location

Time and effort to provision storage is negligible compared to traditional solutions

Fast RAID 5 uses hardware acceleration to deliver 66 to 88% less disk capacity for high-performance data protection

Massive multi-dimensional scalability, mixed workload support, and clustered, self-healing InSpire® Architecture enable FIT to scale confidently and non-disruptively

### OVERVIEW

Headquartered in Weinheim, near Frankfurt, Germany, the Freudenberg Group is comprised of thirteen business groups operating independently in markets all over the world with approximately 33,000 employees in 53 countries and more than five billion euros in annual sales. With a stated mission of finding the best solutions for their customers, Freudenberg believes that their own success is based on that of their customers. The companies in the Freudenberg Group are therefore intensely committed to further developing their ability for innovation in all fields.

Freudenberg IT (FIT) became a subsidiary of the Freudenberg Group in 1995, with a mission of fulfilling the Group's IT needs while also selling services outside the Group. Today, FIT has successfully realized this goal to become an international, full-service IT provider implementing, optimizing, and operating IT systems through the ten Freudenberg subsidiaries throughout Europe, the US, and Asia. With over thirty years of experience with SAP, FIT is highly specialized and is one of the nine certified SAP partners, along with HP® and IBM®.

### SITUATION

Freudenberg IT believes that the guiding principles that drive their success give them a competitive edge which enables them to deliver a higher level of service—with greater flexibility and reactivity—as compared to larger hosting companies. As part of this dedication to serving medium-sized enterprise customers in multiple industries, Freudenberg IT views itself as a champion of efficiency and prides itself on the ability to create solutions that will consistently optimize this potential.

However, Freudenberg IT hasn't always been satisfied with the performance and efficiency of its own storage environment. As a result, they decided to replace one of the two traditional storage vendors that had previously supplied storage for its datacenters in Germany, the US, and China. Citing performance issues and poor reliability as the major reasons for this decision, FIT sought a new storage platform that would offer greater performance and reliability, improved scalability, and could make storage management simpler and more efficient.

### 3PAR SOLUTION

The 3PAR® InServ® E200 Storage Server was the perfect match for FIT's need for increased performance, reliability, scalability, and efficiency and Freudenberg's dedication to using and developing innovative technologies. The 3PAR InServ Storage Server is a highly virtualized, modular tiered-storage array that offers massive scalability, performance, and connectivity within a single system. Capacity can be added at any time—simply and seamlessly—while the 3PAR InForm® OS makes management of the storage system incredibly simple and efficient. The InServ E200 delivers the unmatched simplicity and efficiency benefits of 3PAR Utility Storage in a scaled-down architecture ideal for mid-size deployments.

## High and predictable levels of service for all workload types

Beginning with the purchase of a single E200 for one of its datacenters in Germany, to date Freudenberg IT has purchased five E200 Storage Servers currently deployed in two datacenters in Germany and one in the US with a total of 70+ terabytes of Utility Storage. Each of these systems took less than a half day to install—a process that was extremely simple and did not require any additional services. The E200 Storage Servers at FIT connect to IBM® AIX® and Windows® hosts to run SAP®, VMware®, and database applications including Microsoft® SQL Server™.

### RESULTS

By replacing poorly performing products from a traditional storage vendor with 3PAR Utility Storage, Freudenberg IT has experienced a very significant improvement in storage simplicity, efficiency, and scalability. 3PAR InServ arrays in Germany and the US require no additional storage management resources and are easily managed from a unique central point. Also, time and effort to provision storage is negligible compared to traditional solutions.

Because FIT places particular importance on uniformity and consistency of architectures, processes, and solutions within all of their datacenters, the fact that all changes to the InServ systems involve only a very small number of administrators is a key benefit of 3PAR Utility Storage.

Due to the innovative and unique InSpire® Architecture, the InServ arrays at FIT's datacenters assure high and predictable levels of service for all workload types through the massively parallel and fine-grained striping of data across internal resources. As the use of the system grows, service conditions remain high and predictable. On top of the great performance and reliability of 3PAR Utility Storage, by using 3PAR's Fast RAID 5, FIT also benefits from hardware acceleration that enables them to achieve performance comparable to that of traditional RAID 1 mirroring yet with a 66 to 88% improvement in storage utilization. The "five-nines" reliability of the 3PAR InServ is necessary for FIT to deliver their very high level of availability up to the application.

On top of all of the benefits that Freudenberg IT is enjoying today, perhaps the greatest gain as a result of their investment in 3PAR Utility Storage has to do with the flexibility to grow into rather than out of their storage platform. By deploying 3PAR Utility Storage, FIT has the ability to upgrade their system effortlessly and painlessly by adding capacity or by enabling many of the unique and innovative capabilities of 3PAR Utility Storage, such as native tiered storage capacity, native iSCSI support, 3PAR Dynamic Optimization, 3PAR Virtual Copy, and 3PAR Thin Provisioning. When ready, Freudenberg IT has access to these and other advanced Utility Storage features, almost as easily as flipping a switch.

*The 3PAR approach is very innovative compared to traditional storage vendor solutions. It is a high-performance, reliable, and proven technology that has increased the simplicity and efficiency of our production environment. Lastly, 3PAR Utility Storage represents a great investment since we can start implementing the storage virtualization of our Windows and VMware platforms on the same system.*

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