

## CASE STUDY:

# Fast-Growing Manufacturer Uses Mainline/IBM PureFlex to Triple IT New Project Productivity

## THE BUSINESS CHALLENGE

A manufacturer based in the northeastern U.S. employs hundreds worldwide with locations in Europe and Asia. Like nearly every company, it wanted to speed up its ability to deliver new IT services, yet increase IT costefficiency. "As technology continues to accelerate and the lifecycle in our category continues to get shorter, we have continued to make major investments in our manufacturing operations to provide even greater capability, says the customer's IT manager. "To maximize our efficiency and control of these operations, we have also made major investments in our ERP, manufacturing and CRM applications. To get agility and cost efficiency, we wanted full virtualization on a platform that could grow with us for many years to come."

## THE SOLUTION

The team evaluated solutions from HP, Dell, Cisco, and IBM. "We called the vendors directly," the IT manager says, "and IBM recommended Mainline, an IBM Premier Business Partner."

Mainline in turn recommended IBM PureFlex, which combines compute, storage, networking, virtualization and management into a single infrastructure system. "I don't want to swell the heads of our Mainline team, but they were phenomenal," says the IT manager. "There were just three of them, and they were responsive, specific, and told us just the right details that we needed to hear."

In contrast, some other vendors directed the customer's IT team to contact experts within their companies on different topics. "I was talking with 5 to 15 people at a time trying to get something resolved. I'd get conflicting stories and the feeling that one person didn't know what the other was doing," the IT manager explains. "In Mainline's case, I had just one point of contact during the evaluation phase."

The customer also wanted to have a single phone number for technical support. "IBM was one of the few vendors that offered compute, storage, and networking integrated in one system that was VMware-aware, and the solution came with one phone number for support," the IT manager says. The Mainline solution got the green light.

## THE RESULT

### Time was tight!

There was another challenge: changes in the customer's industry meant it had just a six-month window for doing everything from gathering requirements to going live.

"We were simultaneously working on deploying the CRM, MES, and ERP applications, so we wanted the infrastructure up rapidly," the IT manager explains.



**Customer:** Mainline Information Systems  
**Headquarters:** Tallahassee, Florida

## THE BUSINESS CHALLENGE

- Upgrade IT infrastructure to support critical new ERP, MES and CRM applications
- Use virtualization to enhance agility and service levels
- Simplify and streamline IT management and support
- Increase ability of small IT team to deploy new projects

## THE SOLUTION

- IBM PureFlex Standard, with Mainline Integration and Testing Services
  - IBM Storwize V7000 storage solution (rackmounted)
  - IBM Flex System Fabric
  - IBM Flex System Manager
  - IBM uninterruptible power source (UPS) (rackmounted)
- Mainline VMware Virtualization QuickStart service

## THE RESULT

- New servers/services deployed in hours instead of days/weeks
- 100 percent uptime with virtually no management time required to date
- Three major new applications deployed and growth accommodated without adding IT staff
- Three times more IT staff hours available for new projects vs. maintenance

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