

# MAXTA CUSTOMER SUCCESS STORY: DRISCOLL'S



The leading supplier of fresh berries and a commitment to growing only the finest berries.

## *Driscoll's – A leading Multinational Food Services company deploys Maxta Storage for Remote Offices/ Distribution Centers IT infrastructure*

### **Overview**

Driscoll's is a leading multinational company based in Watsonville, California, producing and distributing fresh berries (strawberries, raspberries, blackberries and blueberries). Driscoll's infrastructure consists of a few main data centers and many remote offices and distribution centers across the world. Driscoll's had standardized on VMware vSphere and storage arrays from a leading storage vendor at their main data centers to realize the benefits of server consolidation; high availability, agility, and simplification. The distribution centers' IT infrastructure is an important element of the Driscoll's supply chain and needed to be up and running around the clock to support revenue generating activities. The remote offices and distribution centers deployed IT infrastructure that ran on physical servers and server attached storage. They were looking to virtualize the remote offices server infrastructure and procure a versatile storage platform that addressed their current needs and provided flexibility for the future. The company's goal was to run in their remote offices critical applications including delivery logistics and tracking, email, file servers, print servers, billing, inventory management and payroll.

### **Key Customer Requirements**

Limited IT resources at the remote/branch offices made it critical for the system administrators to effectively and efficiently manage server and storage resources. The requirements from the IT infrastructure were:

- 1 Provide data availability, high availability, and resiliency
- 2 Increase agility by creating and deploying VMs quickly and efficiently using templates
- 3 Improve data protection with space and time efficient point in time copies
- 4 Minimize cost (both CAPEX and OPEX) of the IT infrastructure
- 5 Minimize physical space consumption



It became clear that just leveraging server attached storage as is could no longer meet the requirements. They concluded that they needed shared storage with enterprise-class data services such as data sharing, high availability, data protection, capacity optimization and disaster recovery to address their key requirements. Driscoll's considered leveraging the storage array from the same leading vendor used in their main data centers for their branch / remote offices. Driscoll's found the cost of such an approach to be high both in terms of CAPEX as well as OPEX. High CAPEX was mainly due to the high acquisition cost of the storage array. High OPEX was the result of storage management and complexity that mandates specialized storage skills for provisioning storage and managing storage constructs such as volumes, LUNs, file systems, and RAID groups. Moreover, server virtualization increased the complexity of storage management due to the mismatch between storage constructs and VM constructs and the need to manage server virtualization and storage systems separately.

*“Our remote offices leverage VMware vSphere and require high availability and data availability. Deploying an enterprise-class storage array would be cost prohibitive and necessitate storage expertise that our remote sites don't have. Also, we wanted to streamline and simplify the management of all IT resources”* according to Soumitra Ghosh, IT Director at Driscoll's.

### **Maxta chosen as the Storage Platform for Branch / Remote offices IT Infrastructure**

Driscoll's appreciated Maxta's highly resilient, scalable distributed VM Storage platform (MxSP). After a Proof of Concept that ran over several months where MxSP performed flawlessly in the lab, MxSP was chosen as the solution to address Driscoll's remote / branch offices storage needs.

Maxta enabled Driscoll's to run their entire remote office / distribution center IT infrastructure on standard servers and commodity server attached storage eliminating the need for storage arrays. The deployed configuration delivered high availability, data availability, and additional resiliency for their remote office / branch office environment. The small footprint of Maxta's converged server/storage solution was a factor in the decision as well. Space and other infrastructure essentials such as power/cooling are scarce resources at the remote offices.

Driscoll's IT Director liked the unique VM centric functionality of the Maxta storage solution which enabled system administrators to create and manage VMs and storage from VMware vSphere Client without the need to provision storage or use any storage specific user interface. The enterprise-class data services capability of MxSP was also a consideration in the decision. MxSP delivered tight integration into VMware vSphere capabilities to provide high availability across both servers and storage. Maxta's ability to create a large number of space/time/performance efficient snapshots/clones at the VM level for data protection was very attractive as well.

“The simplicity and VM centric approach has enabled our IT staff to manage the entire remote office / distribution IT infrastructure from a centralized location,” said Soumitra Ghosh, the IT Director.

### **Business Benefits**

The CAPEX requirement for the remote / branch offices IT infrastructure was significantly reduced by deploying Maxta storage due to the utilization of standard servers and commodity components for compute and storage. Maxta storage shrunk OPEX by reducing storage complexity, which enabled system administrators in the main data centers to manage both servers and storage seamlessly and efficiently, remotely. The fact that MxSP resources could be managed from the VMware console was very helpful in this regard. This resulted in 55%



reduction in CAPEX and 85% reduction in OPEX.

The seamless integration of data availability and high availability features of MxSP with VMware vSphere HA was paramount for Driscoll's. The fact that MxSP provides a flexible way to grow with the evolving requirements of the branch / remote offices and leverages existing infrastructure providing investment protection was a factor in Driscoll's decision. As the remote office IT needs grow, Driscoll's can add one standard server at a time to grow their IT infrastructure from both a compute and storage perspective without any hardware platform lock in.

*“Maxta’s enterprise-class functionality and seamless integration with VMware vSphere has significantly increased our data availability,”* said Soumitra Ghosh, the IT Director.

## Customer solution at a glance

*Primary applications*

*Delivery logistics and tracking, email, file servers, print servers, billing, inventory management and payroll.*

### Primary hardware

- SuperMicro
- Nearline SATA (7.2K) disk drives
- cMLC SSDs
- 1G 8-port network switch

### Primary software

- VMware vSphere 5.0 u1
- Maxta Storage Platform (MxSP)

## Summary

With Maxta's storage platform, Driscoll's was able to acquire the ideal storage platform for their virtualized IT infrastructure in their remote sites. Maxta storage delivered shared storage, data availability, simplified VM centric management all the way from storage to application. MxSP delivered an extremely cost effective solution, leveraging standard servers and commodity components.



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