IBM Flash Storage Client References

Includes FlashSystem and other IBM Flash offer

March 2017

northdoor
Store IT Protect IT Use IT

IBM Platinum Business Partner™

All Flash & Block Storage Enablement Team

Important Note: Case studies and videos are public and may be used for external purposes.

Please contact Steven Rael, srael@us.ibm.com with any submittals, updates or questions.

Arizona State Land Department

Government agency manages millions of acres better with IBM

Case Study Video

IBM Storage & SDI

7x increase

in employee productivity

87 percent

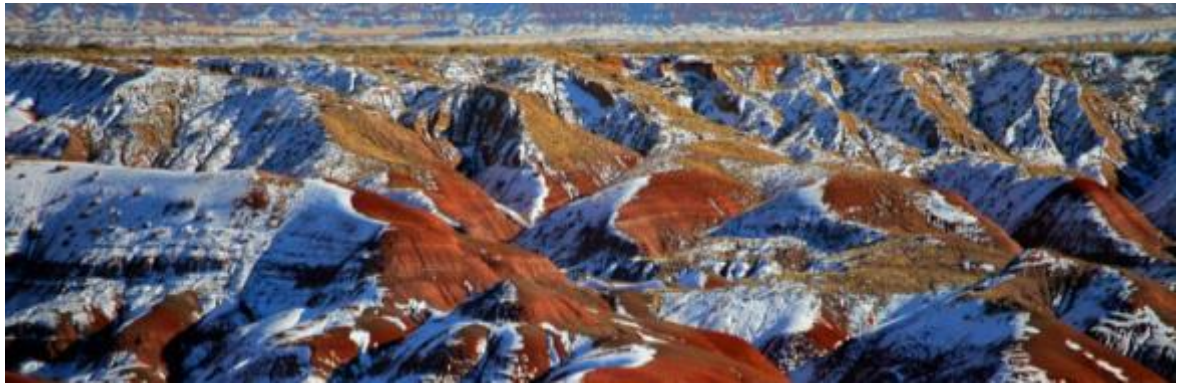
reduction in virtual machine boot times for VDI

Lower costs

of IT support realized from successful VDI implementation

Solution Components

- IBM FlashSystem V9000
- VersaStack by IBM & Cisco
- IBM SmartCloud Virtual Storage Center
- IBM Spectrum Virtualize & Spectrum Control
- Business Partner: QCM Technologies, Inc.



Business challenge: A state government department managing trust lands in the western USA required high performance, low latency and simple management to support extensive land mapping graphics and GIS applications.

The solution: IBM FlashSystem V9000 was implemented for low-latency storage in support of VDI accompanied by IBM Storwize V3700 and IBM SmartCloud Virtual Storage Center for additional capacity and better management.

Business impact: Substantial improvements in performance, productivity and latency were met with decreased cost of IT support which provided the client with an infrastructure capable of enabling smarter decisions for state trust lands.

Coca-Cola Bottling Co. Consolidated

Case Study Video

IBM Storage & SDI

Delivering deeper insight into customer demand four times faster

97 percent

reduction in processing time without replacing a single server

20x more

data crunched within the existing window and SLAs

150 million

cases of product per week

Solution Components

- IBM FlashSystem V9000 *(and other models)*
- IBM Spectrum Virtualize (SVC)
- JDA Manugistics

Business challenge: CCBCC needed to process more data to accurately anticipate customer demand without increasing time-to-insight or exceeding SLAs.

The solution: CCBCC now processes 20 times more forecasting data, down to the store level, which enables them to match manufacturing output with demand, enables earlier logistics planning and increases profitability.

"By using IBM FlashSystem to accelerate our insights into customer demand, we're better placed than ever before to offer unbeatable levels of service to our customers across the United States."

- Tom DeJuneas, Infrastructure Manager, CCBCC

Back to TOC

Ctac

IBM FlashSystem and Power Systems combine for faster analytics

up to 1000x
faster performance for analytics

95 percent
faster deployment of in-memory platform

Reduced costs
through virtualization and capacity utilization

Solution Components

- IBM FlashSystem 900
- IBM Power Systems
- IBM Storwize V7000, V5000
- IBM Spectrum Virtualize
- IBM Spectrum Protect
- SAP, SAP HANA

Business challenge: Business consultant and cloud provider in The Netherlands desired to enhance analytics support for clients with an in-memory cloud solution which could deliver requisite performance and scalability.

The solution: IBM POWER8 servers, FlashSystem 900, and Storwize arrays were deployed in support of an SAP HANA implementation.

Business impact: Tremendous benefits in performance and administration, delivery of real-time analytics, cost efficiency, and flexibility in client solutions have given Ctac a solid platform for growth and competitiveness.

DNA

Telecom in Finland improves customer experience with IBM solution

Cuts 3 hours
from overnight reporting processes

80 percent
decreased IT footprint to reduce power and cooling costs

66 percent
saving in software license costs

Solution Components

- IBM FlashSystem 900
- IBM Power Systems
- IBM Spectrum Virtualize & Spectrum Control
- IBM Virtual Storage Center
- Oracle

Business challenge: A leading telecom provider in the world's most-connected country was beset with delays in report processing and IT complexity which was having a negative impact on ability to make agile business decisions.

The solution: Decision to consolidate two datacenters and deploy IBM POWER8 servers and IBM FlashSystem 900 storage in support of Oracle workloads.

"By using FlashSystem storage for our most critical applications, for example our billing system and our customer-facing services, we can improve response times and ensure processing is always complete." – *Arto Pelkonen, Specialist at DNA*

Ecogas

IBM and SAP team up expertly for a utility in South America

Case Study

ECOGAS

200 microsecond
response times for SAP HANA

73 percent
faster payment processing from IBM POWER8

Additional function
to be deployed includes virtualization and compression

Business challenge: A regulated utility dispensing natural gas in Argentina needed to make major IT changes to maintain and improve service levels in the face of increased business and transaction volumes.

The solution: IBM FlashSystem 900 was implemented a configuration which also included IBM POWER8 and Storwize V3700 in support of SAP applications.

Business impact: Impressive improvements in payment processing, compliance reporting and response times have provided the client the efficiencies to contribute to greater self-sufficiency for their industry in Argentina.

Solution Components

- IBM FlashSystem 900
- IBM Power Systems
- IBM Storwize V3700
- SAP, SAP HANA
- Business Partner: THE COMPUTER

Back to TOC

Estra S.p.A.

Multi-utility in Italy solves SAP ERP performance issues with IBM

50 percent
acceleration of invoicing process

IT staff savings
provided by streamlined storage administration

Dynamic
allocation of storage resources

Solution Components

- IBM FlashSystem 900
- IBM Spectrum Virtualize (SVC)
- IBM Storwize V7000 & V5000
- IBM Power Systems
- SAP
- Business Partner: Uno Informatica

Business challenge: Natural gas and electric utility in Italy was challenged by invoicing delays and inefficient processes stemming from poor performance of its SAP ERP system which put pressure on service levels and finances.

The solution: IBM FlashSystem 900 devices were deployed with IBM POWER8 servers in a virtualized configuration managed by IBM SVC.

Business impact: Substantial improvements in the invoicing process, business efficiency and storage administration have provided the ability to accommodate growth and improve financial position.

Gala Leisure Ltd.

Popular recreation company harnesses efficient IT with IBM

57 percent
boost in application performance

52 percent
cut in storage support and operational costs

98 percent
reduction in required floor space

Business challenge: Number one bingo operator in the UK was beset with inefficiency and cost issues after a divestiture left it with suboptimal IT resources.

The solution: IBM FlashSystem V9000 was implemented in a virtualized configuration with IBM SVC, Storwize V7000, XIV and VersaStack.

"With the IBM storage solution in place, we now have higher storage performance combined with lower operational and support costs - empowering Gala Leisure to continue on its next phase with a solid IT foundation." – *Daniel Askin, Solutions Architect, Gala Leisure IT*

Solution Components

- IBM FlashSystem V9000
- IBM SAN Volume Controller
- IBM Spectrum Virtualize
- IBM Storwize V7000
- IBM XIV
- VersaStack by IBM and Cisco

Henry Mayo Newhall Hospital

Optimizing use of physicians' time to enrich patient care

Video Case Study

IBM Storage & SDI

Henry Mayo Newhall Hospital

Reduced

response times for better care

Optimized

infrastructure management

Up to 3x

data reduction without affecting performance

Solution Components

- IBM FlashSystem V9000
- VersaStack by IBM and Cisco
- IBM Storwize V7000
- MEDITECH
- Business Partner: Key Information Systems
- Competition: EMC

Business challenge: Non-profit community hospital in California wanted to reduce the time physicians spent accessing electronic health records to improve operations and facilitate more time spent with patients.

The solution: IBM and Cisco VersaStack and IBM FlashSystem V9000 were deployed in support of MEDITECH applications.

"The FlashSystem V9000 produced one of the highest performance results for MEDITECH, assuring us we had chosen wisely." – *Cindy Peterson, CIO & VP, Henry Mayo Newhall Hospital*

McCain Foods

Premier frozen foods company fortifies IT with IBM solutions

25x better
system response times

Up to 7x faster
sales extracts, eliminating delays and missed SLAs

14 fewer cores
required for database servers for likely software license savings

Solution Components

- IBM FlashSystem V9000
- IBM Power Systems
- IBM Spectrum Virtualize
- IBM Virtual Storage Center
- SAP

Business challenge: An international frozen foods leader based in Canada was constrained by storage issues resulting in processing delays and missed SLAs.

The solution: IBM FlashSystem V9000 was deployed in a configuration which included IBM POWER8 servers and VSC in support of SAP applications.

Business impact: Numerous impressive results included excellent performance, response times, and resource utilization which reinstituted superior service levels and provided an IT foundation for continued market leadership.

Memorial Hermann

Making a smarter planet healthier with IBM FlashSystem

Case Study Video

IBM Storage & SDI

MEMORIAL HERMANN

96 percent
reduction in power consumption

98 percent
reduction in rack space

5000 affiliated
physicians, 12 hospitals, 100+ outpatient locations supported

Solution Components

- IBM FlashSystem 900 *(and other models)*
- IBM Flex System
- IBM Storwize V7000
- IBM DS8800
- IBM SAN Volume Controller
- Oracle
- Cerner
- IBM Business Partner: Mark III Systems

Business challenge: The largest not-for-profit health care system in South East Texas was faced with increasing requirements for speed and reliability in delivering effective, high-quality medical services supporting patients' needs.

The solution: IBM FlashSystem deployed in a tiered environment with SVC providing greatly improved data access for EMR and support for real-time analysis of medical data.

Business impact: Improved speed and reliability of applications and access to electronic medical records provided doctors faster access to data facilitating better treatment decisions.

Back to TOC

Case Study

Mondi

Major paper firm achieves exceptional time-to-insight with IBM

3x faster
report generation on average, with some 400x faster

200 staff hours
saved monthly

IBM Watson
in PoC to run with SAP HANA

Business challenge: International packaging and paper firm based in South Africa found massive data volumes were slowing down their system and adversely affecting business operations and decision-making.

The solution: IBM GBS & GTS were entrusted to deliver a complete solution including POWER8 servers, FlashSystem 900, DS8000 & Storwize V7000 with SSDs in support of SAP workloads and migration to SAP HANA.

Business impact: Outstanding results were seen in faster reporting, seamless migration with zero disruption to the business, and excellent productivity gains which contributed to quicker time-to-insight and smarter decision-making.

Solution Components

- IBM Power Systems
- IBM FlashSystem 900
- IBM Storwize V7000
- IBM DS8000
- IBM Watson
- SAP & SAP HANA

Back to TOC

PlentyOfFish

Largest online dating site makes a perfect match with IBM Flash

Video

IBM Storage & SDI

>2 billion

page views per week

500x reduction

in latency for viewing images

50-100 percent

year over year growth supported

Solution Components

- IBM FlashSystem V9000 *(and other models)*
- SQL
- ASP.NET

Business challenge: Largest dating site in the world of 60 million+ struggling with hundreds of thousands of new images every day – content delivery network can't keep up, threatening competitive position and market share.

The solution: Moved production data to over 100TB of IBM FlashSystem storage used for all hot data and initial image uploads.

". . . reduced our latency by a factor of 500x and in turn retained millions of users."
- Owen Morley, Service Delivery Operations Manager, PoF

Royal Caribbean Cruises Ltd.

Building for innovation and growth with enterprise-reliable storage

Case Study Video

IBM Storage & SDI

97 percent
reduction in footprint

$77,000
saved in annual operating costs

5 million
passengers per year that depend on 24/7 availability

Business challenge: RCCL needed total reliability and performance to grow its business and ensure an exceptional guest experience while decreasing costs.

The solution: RCCL gained the ability to run multiple marketing campaigns simultaneously and find business analytic answers right away, with enterprise-reliable and scalable systems to help manage aggressive growth.

"The business is not complaining about performance any more… flash to the rescue!"

- Leo Irastorza, Enterprise SAN & Storage Manager , RCCL

Solution Components

- IBM FlashSystem 900 *(and other models)*
- IBM Spectrum Virtualize (SVC)
- IBM XIV and Storwize V7000
- IBM Power Systems
- Oracle

Sharp HealthCare

Case Study Article

IBM Storage & SDI

Regional health provider in California improves operations with IBM

20x faster

IO processing vs. previous system

15 racks to 2 1/2

for better power & cooling

No downtime

or outages changing to flash

Business challenge: Large not-for-profit healthcare system in Southern California realized the old HP environment housing Cerner and Oracle applications was no longer optimal for providing the best possible services and care.

The solution: IBM FlashSystem 900 was implemented in a virtualized, software defined, hybrid cloud configuration with IBM SVC, XIV and POWER8 servers.

Business impact: Significantly improved performance and latency, lower cost, and enhanced reliability all combined to equip the client with an IT infrastructure to better support its mission of providing excellent, cost-effective patient care.

Solution Components

- IBM FlashSystem 900
- IBM Spectrum Virtualize (SVC)
- IBM XIV
- IBM Power Systems POWER8
- Cerner
- Oracle

Solution One

Fast-growing mobile provider in Thailand chooses IBM FlashSystem

10x faster

report generation, from half-day duration to less than 30 minutes

10-fold growth

in mobile messaging

Thousands

of music videos supported with 10s of thousands music files

Solution Components

- IBM FlashSystem 900
- Mobile platform and content management applications

Business challenge: A leading mobile service company in Bangkok was constrained by issues with data consistency, scaling, latency and downtime owing to its current storage infrastructure.

The solution: IBM FlashSystem 900 was deployed in support of applications in mobile marketing, mobile content and mobile system integration.

Business impact: Tremendous performance improvement combined with simple integration and management have enabled excellent service levels and capability to accommodate aggressive growth in mobile messaging.

SparkCognition

Case Study Video

IBM Storage & SDI

sparkcognition

Partnering with IBM to advance solutions for cybersecurity and AI

95 percent

reduction in processing time to detect and analyze threats

73 percent

decreased user query time

IBM Watson

provides in-context advisory and natural language processing

Solution Components

- IBM FlashSystem 900
- IBM Power Systems
- IBM Watson
- SparkSecure by SparkCognition
- Brocade Fibre Channel switches

Business challenge: Innovative artificial intelligence and cybersecurity firm based in Austin, TX realized the pervasive presence of devices and sensors requires cognitive and AI approaches for management and protection.

The solution: IBM FlashSystem 900, IBM POWER8 servers, IBM Watson and SparkSecure combine for cybersecurity, analytics and cognitive solutions.

Business impact: Dramatic benefits include increased speed and efficiency, reduced complexity, and a much more effective approach to threat research, remediation and system monitoring for a fast-growing customer base.

VEKA AG

Case Study

IBM Storage & SDI

Around-the-clock operations provided by stability of IBM solution

30 percent
faster SAP ERP response times

10x quicker
extraction of application updates

EUR40K
yearly savings in energy costs due to lower power consumption

Business challenge: Global manufacturer of window & door PVC systems based in Germany sought to build an IT infrastructure capable of ensuring superior performance and decision-making via access to real-time information.

The solution: Comprehensive IBM solution including POWER8, FlashSystem 900, Storwize V7000, Spectrum Protect and DB2 in support of SAP applications.

Solution Components

- IBM Power Systems IBM i
- IBM FlashSystem 900
- IBM Storwize V7000
- IBM Spectrum Protect
- IBM DB2
- SAP

"IBM Power Systems with IBM i and IBM FlashSystem keeps our SAP applications running round-the-clock, so we can deliver on time, every time."

--Christian Otte, Server Center Manager, VEKA AG

Winnipeg Free Press

Venerable newspaper chooses VersaStack to manage data

Video

IBM Storage & SDI

Winnipeg Free Press

Readership

increasing due to solution

Revenue

from advertising going up

“Rock solid”

infrastructure with converged IT platform

Solution Components

- VersaStack by IBM and Cisco
- IBM Storwize V7000
- IBM Spectrum Virtualize

Business challenge: Long-standing and respected newspaper in central Canada required an innovative and robust IT solution to manage massive amounts of data provided by hundreds of content creators.

The solution: VersaStack by IBM and Cisco was deployed with IBM Storwize V7000 with SSD flash drives and Easy Tier automated tiering function.

Business impact: Tremendous improvements in performance, flexibility, and real-time access to data have provided content professionals with greater insights and investigative power to skillfully serve an expansive and growing readership.

Allegiant Air

Nimble low-cost carrier turns to IBM for speed and resiliency

Video

$1.23M

reduction in software licensing costs

50 percent

reduction in backup time

Failover

model utilizes FlashSystem at both Nevada and NJ sites

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- IBM DB2
- Red Hat Enterprise Linux
- Business Partner: S1 IT Solutions

Business challenge: A leading discount airline based in Nevada needed to refresh its IT infrastructure with new technologies to improve system performance and reduce the chance of downtime.

The solution: IBM FlashSystem 840 was implemented in a Linux clustered environment consisting of IBM Power Systems and IBM DB2 pureScale.

Business impact: Material gains in performance, scalability and resiliency coupled with reduced costs through fewer software licenses has given the client the confidence it can maintain consistent operations and accommodate growth.

Assicurazioni Generali S.p.A.

Case Study

IBM Storage & SDI

GENERALI Assicurazioni Generali

Leading European insurer strengthens risk management with IBM

350 percent

acceleration of core business processes

500K

scenarios with 1500 risk factors enabled by full solution

4 countries

initially covered with scalability for many other EU countries

Solution Components

- IBM FlashSystem 840
- IBM Risk Analytics Services
- IBM Power Systems
- IBM DS8870

Business challenge: Large insurance company in Italy underwent a comprehensive transformation to comply with European Union regulatory directives regarding risk to permit business operations in all member states.

The solution: IBM FlashSystem 840 was a component in a solution including IBM Risk Analytics Services, IBM Power Systems and IBM DS8870.

Business impact: Substantial performance improvements combined with increased scalability and reduced maintenance and operational costs have allowed the client to meet regulatory compliance, make proactive decisions and prepare for the future.

Video

Cegeka

Enabling lightning-fast performance to lead enterprises to the cloud

66 percent
reduction in SAP ERP application response times

97 percent
cut in potential footprint requirement

95 percent
decrease in power consumption

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize (SVC)
- Oracle, SAP ERP
- VMware
- IBM Flash Centers of Competency

Business challenge: To broaden its cloud-services client base, Cegeka targeted enterprises with demanding SLA requirements. Could it meet data performance and scalability needs without costs spiraling out of control?

The solution: Cegeka gained the capacity to support enterprise clients in the cloud, helping to meet corporate growth objectives, while continuing to attract and retain business from existing customers.

"IBM FlashSystem Enterprise Solution accelerates some SAP ERP processing jobs by up to 90 percent."
- Luc Greefs, Director of Cloud Services, Cegeka

Back to TOC

Celero

Case Study

celero

Serving financial clients better with IBM POWER8 & FlashSystem

10x improvement
in Oracle response times

25-30 percent
improvement in teller-level and internet client transactions

30 percent
reduction in monthly IT leasing costs

Solution Components

- IBM Power Systems POWER8
- IBM FlashSystem 840
- IBM XIV (grid architecture)
- IBM DS8870
- Oracle

Business challenge: Celero provides IT solutions for Canadian credit unions and financial institutions and is constantly challenged to deliver cost-effective high performance and availability for mission-critical systems.

The solution: IBM GTS deployed IBM POWER8 servers in a configuration which included IBM FlashSystem and IBM XIV grid architecture storage in support of banking applications on Oracle databases.

"Moving to IBM FlashSystem storage has been a game-changer for us – performance is better than ever and we can complete data backups 50 to 60 percent faster than before." – *Dale McGowan, Enterprise Architect, Celero*

Back to TOC

Clarks

Case Study - Flash

IBM FlashSystem and grid architecture combine for great value

50 percent
reduction in time for essential batch runs

75 percent
reduction in storage management time

"Saving thousands
of pounds per terabyte of data"
– client quote regarding grid architecture

Solution Components

- IBM FlashSystem 840
- IBM XIV (grid architecture)
- IBM Power Systems
- SAP
- Oracle

Business challenge: A fast-growing shoe retailer based in the UK running a global instance of SAP for hundreds of users realizes the success of their business depends on identifying shoes consumers want and delivering rapidly.

The solution: IBM FlashSystem was deployed in a preferred read configuration including IBM Power Systems and IBM XIV grid architecture in support of SAP applications.

Business impact: By significantly reducing batch runs and management tasks, the solution helps optimize timely delivery of orders to customers and delivery of reports to drive decision-making which improves business posture and competitiveness.

Back to TOC

CPFL Energia

Major energy group in Brazil improves business operations with IBM

37.5 percent
reduction in time taken to complete overnight billing runs

2 million
additional customers with freed up capacity

Minimal
cost and risk of FlashSystem versus competing solutions

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- Oracle
- SAP

Business challenge: A large energy conglomerate in Brazil was struggling to complete overnight billing runs which threatened business operations and service levels especially in the face of aggressive customer growth.

The solution: IBM FlashSystem 840 was implemented in a configuration including IBM Power Systems as a Tier 0 of storage, mirroring the top 10% most-accessed tables in the Oracle database supporting SAP.

"We can now reliably process 400,000 invoices every night during the available time, with no risk of over-running."
- Marco Felix, IT Director, CPFL Energia

Etisalat Egypt

Preeminent mobile provider in Egypt optimizes key application

300 percent

overall performance enhancement for FMS

20x better

results in analysis time

<500µs

both read & write IOs registering below 500 microseconds

Business challenge: Major mobile provider in Egypt had response time issues with a key application (FMS – Fraud Management System) which affected business operations and customer service.

The solution: Dual IBM FlashSystem 840 arrays virtualized by IBM SVC tiered for higher performance with existing disk used for snapshots.

Business impact: Impressive performance enhancements coupled with significant savings in footprint optimized the key application, improved business operations and service levels, and facilitated better decision-making.

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize (SVC)
- FMS – Fraud Management System
- IBM Flash Centers of Competency
- Competitive winback: EMC VMAX

Grupo Hefame

Case Study

IBM Storage & SDI

grupoHEFAME

IBM FlashSystem & POWER8 fuels SAP for large company in Spain

50 percent

increase in SAP performance

99 percent

acceleration in business analytics reporting

up to 500K

order lines per day processed for on-time deliveries

Business challenge: Large pharmaceutical distributor in Spain needed to ensure peak processing of client orders was done quickly and efficiently to sustain customer satisfaction and win market share.

The solution: IBM FlashSystem 840 was deployed in a configuration including IBM POWER8 servers in support of SAP applications and analytics.

Business impact: Remarkable performance gains in SAP applications, business analytics reporting and invoice processing enabled better decision-making, on-time deliveries and put the client on a nimble footing for growth and competitiveness.

Solution Components

- IBM FlashSystem 840
- IBM Power Systems with POWER8
- IBM Spectrum Virtualize (SVC)
- IBM Storwize V5000
- SAP
- Business Partner: AGEDOS

HANSA-FLEX

Case Study

IBM Storage & SDI

HANSA FLEX

Paving the path to cloud with IBM FlashSystem and POWER8

56 percent

response time improvement

55 percent

faster processing of background tasks

70 percent

acceleration of database processing

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize (SVC)
- IBM Storwize V7000
- IBM POWER8 with IBM i
- SAP

Business challenge: An integrated services provider in Germany specializing in hydraulics engineering found its growth strategy hampered by inefficiencies caused by disparate IT systems and performance issues.

The solution: IBM FlashSystem and Storwize V7000 were virtualized by IBM SVC in support of SAP applications for IBM System i and PureSystems.

Business impact: Improvements and efficiencies gained from consolidation and greater performance provided the client with an infrastructure easier to manage, reduced in space, more available, and conducive to facilitating a move to cloud.

Interconnect

IBM Storage & SDI

Case Study Video

Interconnect

Cloud provider in The Netherlands steps up services with IBM

Key benefits

performance, stability, management, footprint

1/2 day

deployment across two sites – quick time to value

Easy Tier

saves time and effort to optimize the tiered environment

Solution Components

- IBM FlashSystem 840
- IBM Storwize V7000
- IBM Spectrum Virtualize (SVC)

Business challenge: A cloud and hosting company in The Netherlands was under competitive pressure to offer superior response times and availability without compromising cost, scalability and flexibility for their customers.

The solution: Two IBM FlashSystem 840 systems were deployed at two data centers in a stretched cluster configuration which included IBM Storwize V7000 and managed by IBM SVC.

Business impact: Exceeding expectations for performance and stability, IBM FlashSystem now allows the client to deliver excellent services for its customers while meeting business goals and becoming more competitive.

IP-Only

Nordic MSP gains efficiencies and performance with IBM

Video

IBM Storage & SDI

IP-ONLY

5x increase
in VMware density

300 percent
better response time

close to 100%
hardware investment financed by VMware license savings

Business challenge: A leading hosting provider in Sweden needed to create efficiencies in their IT infrastructure to protect and grow market presence amid significant competition.

The solution: Dual BM FlashSystem 840 arrays virtualized by Storwize V5000 at two data center sites configured to Intel and VMware platforms.

Business impact: Substantial increase in performance and VMware density provided excellent ROI and better cost structure which protected market position.

Solution Components

- IBM FlashSystem 840
- IBM Storwize V5000 & V3700
- VMware
- Competition: Fusion-io

Kelsey-Seybold Clinic

IBM Storage & SDI

Video

Kelsey-Seybold Clinic

Your Doctors for Life

Improving client care with flash optimized virtual desktop infrastructure

3000 persistent

virtual desktops supported by one FlashSystem

90 percent

data reduction through in-line deduplication and compression

4x better TCO

than competing all-flash storage

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize (SVC)
- Citrix XenApp
- Atlantis ILIO
- Epic software

Business challenge: Kelsey-Seybold's existing SAN storage could not support its virtual desktop infrastructure without slowing down other critical applications and they needed a scalable solution to handle business growth.

The solution: Kelsey-Seybold deployed FlashSystem with Atlantis software for in-line compression and deduplication and achieved lower cost per desktop and higher performance than dedicated VDI solutions from competing flash vendors.

"Atlantis ILIO with our existing IBM storage was a much better solution. I have never seen anything perform faster."

- Bryan McClellan, Systems Architect, Kelsey-Seybold Clinic

Mingkang Natregro Health Food Group

Case Study Video

IBM Storage & SDI

AILIANG

Specialty food distributor in China finds special benefits with IBM

5x faster

response times

50 percent

improvement in IO performance

“rapidly & smoothly”

entire solution implemented in only one week

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- IBM Storwize V7000
- SAP

Business challenge: A division of Hailiang Group in China specializing in health food distribution required faster, more responsive IT systems to accommodate surging business volumes.

The solution: IBM FlashSystem 840 was implemented with IBM Power Systems and Storwize V7000 in support of the SAP application environment.

Business impact: IT system performance markedly increased, enabling faster data analysis and business insight, ultimately helping to better monitor product quality to ensure final products are outstandingly fresh.

North Pacific Bank Ltd.

Case Study

IBM Storage & SDI

北洋銀行

Financial services provider in Japan innovates with IBM FlashSystem

Near real-time

to analyze and share data, reduced from one month

Weeks to days

in marketing campaign development time

15 percent

increase in profits expected

Business challenge: Hokkaido, Japan's largest financial services company was beset with inefficiencies and issues with CRM due to complexities associated with mergers and reorganizations.

The solution: IBM FlashSystem 840 was central to a new CRM solution including IBM solutions with Power Systems, Storwize V7000, Flex System, Cognos and InfoSphere.

Business impact: Consolidation and implementation of higher-performing systems optimized marketing processes and promoted better understanding of customers resulting in better customer satisfaction, loyalty, and profitability.

Solution Components

- IBM FlashSystem 840
- IBM Storwize V7000
- IBM Power Systems
- IBM Flex System
- IBM Cognos & InfoSphere
- Business Partner: INTEC

Reference for sales situations only. Any public use requires IBM and client approval.

Back to TOC

OSIsoft

Analytics application provider achieves momentous scaling with IBM

70 million

data streams supported vs. 15M in previous configuration

30 percent

reduction in processing time over traditional SSDs

<1 hour

data interval needed which freed FlashSystem for other tasks

Solution Components

- IBM FlashSystem 840
- OSIsoft PI Server 2014

Business challenge: Leading application provider in USA for energy and utilities was troubled by scaling limitations of commodity SSDs which imperiled their ability to satisfy rising consumer demand from technologies like smart meters.

The solution: IBM FlashSystem 840 was implemented to provide storage and encryption support for the PI Server via Fibre Channel SAN.

"IBM FlashSystem provided a platform that enabled PI Server 2014 to scale to levels never before met . . ."
- Alton Loe, Director, OSIsoft

Paddy Power plc

International gaming group is agile and versatile with IBM FlashSystem

1200 percent
application performance increase

18 month
return on investment

25-30 percent
year/year growth supported

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- IBM Informix
- IBM WebSphere

Business challenge: Massive amounts of data required at peak periods for special events such as the UK Grand National race put the company at risk handling internet traffic and attracting new subscribers.

The solution: Implemented multiple IBM FlashSystem 840 arrays, Informix and WebSphere for superior storage performance across the data architecture.

Business impact: Achieved the system agility to react quickly to data demands during peak periods. Also gained the ability to share information across the company for better decision making and cross-selling of products.

Plansee SE

IBM FlashSystem shows its mettle with Austrian metals producer

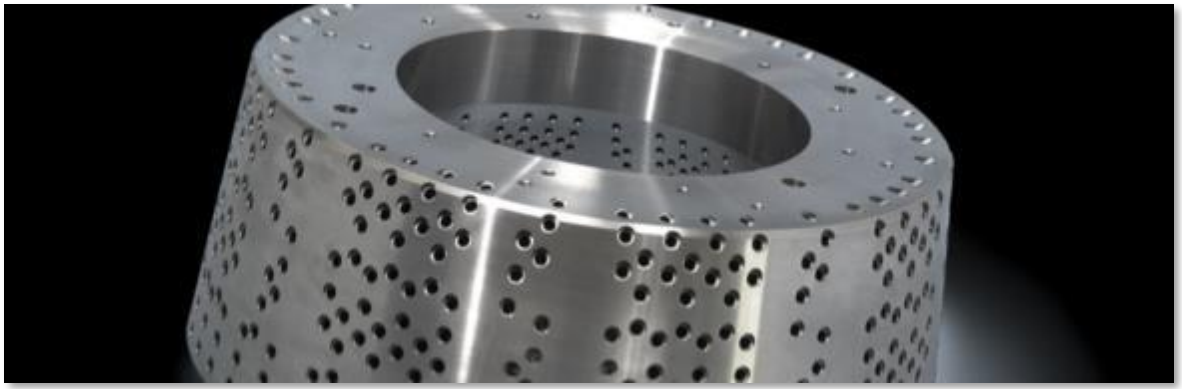
45 percent
SAP improvement based on total system performance

20 percent
reduction in maintenance costs

15 plants
for metals production in Europe, USA, Japan and India

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- IBM DS8870
- IBM DB2 BLU
- SAP
- Business Partner: Imtech ICT



Business challenge: Competing with larger global specialty-metals companies, Plansee needed to rely on innovation and improvements in price, quality and service to provide efficiencies to grow and succeed.

The solution: To support key applications like SAP NetWeaver BW Accelerator, IBM FlashSystem 840 was deployed in an infrastructure including IBM Power Systems, IBM DS8870, and IBM DB2 BLU Acceleration technology.

Business impact: Higher performance and reduced costs contributed to the efficiencies required to aid expansion into new markets, increase sales and revenue, and improve customer satisfaction.

Reference for sales situations only. Any public use requires IBM and client approval.

Back to TOC

Pronto!

Notable finance company finds competitive advantage with IBM

4 key benefits

speed, reliability, efficiency, future-proof

5 servers

rapidly moved to new environment

No impact

on business continuity during change-over to FlashSystem

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize (SVC)
- Business Partner: IGV

Business challenge: Major consumer financer in Uruguay had trouble with IT operations keeping up with a fast pace of change which the company required to stay competitive.

The solution: Deployed IBM FlashSystem 840 in a virtualized configuration with IBM SVC in support of batch processing and core business operations.

"IBM FlashSystem gives us the speed, reliability and efficiency that we need to support the most important parts of our business."
- Favio Guarisco, IT Manager, Pronto!

Severstal

A steel company in Russia increases performance for SAP

100 percent
improvement in SAP response

>2x
improvement in salary calculation process

66 percent
more space in SAP freed up by compression

Solution Components

- IBM FlashSystem V840
- IBM Spectrum Virtualize (SVC)
- IBM XIV
- SAP

Business challenge: A leading steel company in Eastern Europe desired to extend its SAP application base to accommodate a huge growth of data but wanted to implement new storage without totally replacing existing systems.

The solution: IBM FlashSystem V840 was deployed in a new virtualized tiered storage architecture in support of the SAP environment incorporating new features such as compression.

"One of the best features of IBM FlashSystem is IBM MicroLatency, which cuts the access time for data from milliseconds to microseconds…It has completely ended the discussion about SAP response times with our users." - *Yuriy Shekhovtsov, CIO, Severstal*

Sofia

Improving business operations to accommodate massive growth

IBM Storage & SDI

Video

索菲亞衣柜

10x increase

in I/O performance

30 seconds

from 5 minutes reduction in bar code scanning

50 percent

increase in comprehensive productivity

Solution Components

- IBM FlashSystem 840
- IBM Power Systems
- IBM PureFlex
- Oracle

Business challenge: Distribution company in China found the rapid growth of orders of customized products was putting pressure on the Oracle EBS system which affected business operations and productivity.

The solution: IBM FlashSystem 840 implemented in a configuration which included IBM Power Systems and IBM PureFlex.

Business impact: Significant performance improvements, reduction of latency, productivity increases, and better business continuity has allowed the client to confidently accommodate massive growth of business data.

Stuttgarter Straßenbahnen AG (SSB)

Case Study

IBM Storage & SDI

SSB

Puts reliable public transport on the fast track with IBM flash and SAP

60x reduction

in HR wage-processing, from 6 hours to 6 minutes

98 percent

reduced batch process times

50 percent

lower TCO compared to traditional disk storage

Solution Components

- SAP ERP
- IBM Power Systems
- IBM FlashSystem 840
- IBM Spectrum Virtualize
- IBM InfoSphere

Business challenge: Slow response times impacted SSB's ability to co-ordinate logistics and deliver sale, efficient urban transport to their passengers.

The solution: SSB gained greater business insight and the ability to perform advanced data analytics by moving critical SAP ERP applications to flash.

"…we can easily move whole systems or databases from traditional storage to flash storage at the push of a button. This capability has increased our agility and enables us to improve the user experience and react quickly to changing performance requirements."

- Roland Wagner, Team Lead Systems & Operations, SSB

Back to TOC

University of Florida Health

A major healthcare network achieves excellence with Epic and IBM

Case Study

IBM Storage & SDI

Shands at University of Florida

97 percent

Epic report process improvement (60 hours to 2)

>6x better

response times, reduced from 6ms to less than 1ms

61 percent

reduction in Epic database size using V840 compression

Solution Components

- IBM FlashSystem V840
- IBM Power Systems with POWER8
- IBM Storwize V7000
- Epic software
- Business Partner: Sirius

Business challenge: Large university-based medical network in Florida sought to improve performance and efficiency attributes of its integrated suite of healthcare software beyond traditional HDS storage to improve patient care.

The solution: Multiple IBM FlashSystem V840 systems were deployed in a virtualized configuration including IBM POWER8 servers and IBM Storwize V7000 arrays in support of the Epic medical software environment.

Business impact: Substantial performance and productivity improvements helped to reduce query and process times providing greater operational efficiency and thereby contributing to improved care of patients.

Wanlian Securities

Case Study

IBM Storage & SDI

Accelerating financial trading with enterprise flash storage

62.5 percent
reduction in trade clearing time

100x
acceleration of storage I/O

15 percent
increase in CPU usage, enabling faster processing

Business challenge: To manage an ever-increasing number of transactions as its business grew, Wanlian Securities needed to minimize latency in its trading systems and improve the speed of clearing.

The solution: IBM FlashSystem 840 was deployed to support its mission-critical trading systems.

"IBM FlashSystem has helped us cut average response times for our Oracle databases from 10 to less than 0.4 milliseconds." *– Chen Zhaohua, Vice President, Technical Information Center Director, Wanlian Securities*

Solution Components

- IBM FlashSystem 840
- IBM Spectrum Virtualize
- IBM Power Systems
- IBM AIX
- Oracle