Hewlett Packard Enterprise

Industry
Commercial Print

Objective
ABC Photosigns' storage and server infrastructure was reaching its end of life. It was difficult to manage and prone to downtime. It wanted to overhaul the hardware and deploy more effective storage while virtualising its server environment.

Approach
ABC Photosigns worked with partner Computers Now to implement HPE Nimble Storage and HPE ProLiant servers to host 32 applications and 64 TB of data for 150 users.

IT matters
- Reliable performance and simplified management reduce burden on IT team
- HPE InfoSight provides predictive analysis to solve issues before they arise
- Help desk tickets have reduced by 80%

Business matters
- IT team can focus its efforts on adding value rather than firefighting
- Energy consumption has dramatically reduced through virtualisation
- The new infrastructure can scale easily to cope with future growth

ABC Photosigns transforms IT infrastructure and management

HPE Nimble Storage, HPE ProLiant servers provide improved performance and increased reliability

ABC Photosigns' server and storage infrastructure was no longer fit for purpose due to regular downtime and frustrating performance. The company wanted to entirely refresh its hardware and turned to HPE Nimble Storage, HPE ProLiant DL360 Gen10 Servers and Aruba 2930M Switches. The new infrastructure is simple to manage, much faster, more energy efficient and comes with intuitive management tools such as HPE InfoSight.

Challenge

Transforming critical infrastructure

Established in 1992, Australian company ABC Photosigns offers a specialised range of services to real estate agencies to use in their advertising and marketing campaigns, including signage, real estate and corporate photography, web design, car wraps and digital printing.

ABC was faced with a server and storage infrastructure in disarray. The SAN devices were out of warranty and prone to prolonged downtime, while all the servers were still configured physically with no element of virtualisation. This presented a costly and inefficient way to support the business, leading the company to transform its IT approach.

> "Previously, we had multiple people managing the hardware infrastructure; now, we need just one because the servers and HPE Nimble Storage simply get on with the job without complaint. It is hugely easier to manage, with instant notifications and predictive analysis that identifies issues before we even know about them. HPE InfoSight gives us access to all the reporting and statistics we need, providing actionable visibility from a single dashboard."
>
> – Gavin Peattie, IT Officer, ABC Photosigns

ABC Photosigns transformed its server and storage infrastructure with HPE to deliver improved performance, simplified management, optimal availability and lower energy consumption.

"Our existing storage was a mess, by choosing a low-cost vendor, we had sacrificed performance and support. There was no local service in Australia, so we were reliant on a Thai help desk with no English language capability," explains Gavin Peattie, IT Officer of ABC Photosigns. "And the replication for disaster recovery hadn't been configured correctly so it didn't work. We clearly needed a fresh approach to storage."

For ABC, the value of its business lies in the data it holds – large datasets consisting of hi-resolution images used in marketing and advertising. It needs the ability to securely store and quickly access this data and wanted to install a new SAN that would give it high performance and peace of mind.

"Working with our local partner Computers Now, we looked at a number of options with several key criteria in mind – performance, cost and ease of management," adds Peattie. "The HPE Nimble Hybrid Array HF40 ticked all the boxes so it was the natural choice for us."

Solution

A hybrid approach to storage
The award-winning HPE Nimble Storage HF40 Adaptive Dual Controller 10GBASE-T 2-port Configure-to-order Base Array delivers flash storage and predictive analytics with an excellent all-flash capacity per TB in the industry. This hybrid flash array for mixed, primary workloads can also serve as a secondary flash array for backup and disaster recover while allowing ABC to put its backup data to work. The flash-enhanced architecture is combined with HPE InfoSight predictive analytics for fast, reliable access to data and 99.9999% guaranteed availability.[1] ABC also deployed Aruba 2930M Switches as part of the modernisation program.

"We migrated 64 TB of data in one week to the new storage platform, using compression to free up an additional 10 TB," continues Peattie. "It was a simple and seamless process. Furthermore, by archiving 40 TB of older data, we could make it much quicker to access popular files, saving me a lot of work in the future."

At the same time, ABC revamped its server infrastructure, installing three HPE ProLiant DL360 Gen10 Servers, virtualised on Hyper-V. Thirty two customised apps now run as virtual machines, along with the full suite of Adobe® design products. This compares favourably with the 30 physical servers the company used to run.

"We've rationalised our IT estate and made it much more efficient in just three weeks," says Peattie. "Now our 150 users can access the information they need quickly and no longer have to deal with the frustrations of downtime."

Benefit

Faster performance, simpler management
Users now enjoy a massive boost in performance, making them more productive, while the IT team no longer has to spend hours firefighting technical issues – help desk tickets have reduced from around 40 per week to just seven or eight. This allows the team to be more proactive with a more strategic focus on adding value to the business.

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Customer at a glance

Solution
Hardware
- HPE Nimble Storage HF40 Adaptive Dual Controller 10GBASE-T 2-port Configure-to-order Base Array

- HPE ProLiant DL360 Gen10 Servers

- Aruba 2930M Switches

Software
- HPE InfoSight

"Previously, we had multiple people managing the hardware infrastructure; now, we need just one because the servers and HPE Nimble Storage simply get on with the job without complaint," comments Peattie. "It is hugely easier to manage, with instant notifications and predictive analysis that identifies issues before we even know about them. HPE InfoSight gives us access to all the reporting and statistics we need, providing actionable visibility from a single dashboard."

ABC is also seeing a significant reduction in energy consumption – each server was using AUD $4,000 per year so, by reducing the number of servers, it can expect to see nearly AUD $100000 in savings each year. The company can also easily scale up the storage to cope with future growth.

"By refreshing our storage array and virtualising our servers, we have created a lean, agile environment that is simple to manage while delivering vastly improved performance," concludes Peattie. "Our users can access the data they need quickly while my internal resources are free to concentrate on creating value for the business. HPE has transformed how we operate."

Learn more at
hpe.com/storage/nimble

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