

Einhell

EXECUTIVE SUMMARY

Challenge

Modernize the corporate network infrastructure in order to connect it with satellite sales operations across the globe

Solution

Brocade VDX 6720 Switches

Results

- Modernized the IT infrastructure with NetApp MetroCluster based on Brocade VDX switches
- Provided sales offices worldwide with access to the Einhell Service Center, including all services and applications
- Built a stable international IT network, enabling the fast delivery of high-quality service to clients worldwide
- Standardized all IT services for national companies
- Enabled employees to focus on the core business, the expansion of next-generation services, and the integration of additional facilities
- Increased flexibility to adapt more easily to the current needs of a global market with the given resources

New Brocade Network Infrastructure Supports Einhell's Worldwide Expansion

Located in Landau, Bavaria, Einhell has been in business for 50 years. With more than 40 subsidiaries and 1,400 employees worldwide, the company has established itself as a leader in the wholesale market, supplying all major building centers and DIY retailers with products ranging from drills and saws to lawnmowers and other products in the tool and garden sector. Due to its growing customer base, Einhell has been focused on expanding the company internationally since 2002. In order to provide clients around the globe with optimum service, Einhell needed its new international facilities to operate at the same level as its corporate headquarters. This resulted in the need for a robust and agile IT infrastructure that could meet the company's growing global demands.

A New Storage and Network Infrastructure

As part of its expansion effort, Einhell laid the foundation for an IT system operated from a shared service center based in Landau. The company operates three data centers, two main data centers, and one backup facility. Until recently, their function was to supply services for Einhell in order to relieve pressure from the daily IT business and simultaneously promote homogeneous international IT standards. Today, nearly all of these services are virtualized and therefore require a high-performance infrastructure.

"Our motivation was to reinvest in new IT to provide a reliable basis for core applications, data, and shared services that we can offer to all of our companies worldwide," explains Dr. Christoph Urban, Director of IT and Business Services at Einhell. Einhell collaborated with INNEO Solutions, a Brocade Partner, to develop a strategy for reorganizing Einhell's storage system and network infrastructure. Ultimately, Einhell decided to implement a NetApp MetroCluster solution based on Brocade® VDX® switches. In addition, Einhell selected Brocade to provide the

new network infrastructure. Einhell chose to work with Brocade for three reasons:

- **Experience:** At Einhell's sales company in Shanghai, China, Brocade Storage Area Network (SAN) solutions have been used successfully for years without any failures. The company decided to leverage this positive experience with Brocade Fibre Channel technology.
- **Technology:** Brocade VDX switches proved to be ideal for standardizing Einhell's IT infrastructure across the globe. The new high-performance network with automatic failover helps ensure continuous high availability of all services.
- **Value:** Brocade offered an attractive price/performance ratio compared to the competition.

"Brocade embodies the same philosophy as Einhell," says Urban. "We want to offer our customers the best service at competitive prices." Five Brocade VDX 6720 Switches were implemented to ensure reliable connectivity to the storage and backup system and to the connected servers.

The Basis for a Well-Performing Business

According to Einhell, the implementation and transition process went smoothly. "For companies, it is important that these types of projects are completed within a reasonable amount of time, using the highest-quality solutions, and within the given budget," says Urban. "Brocade exceeded our expectations in all areas."

During the implementation process, users did not notice the switchover since all services were fully available at any time. "We were able to continue our daily business as usual. The fact that no problems occurred during the rollout of the project is indicative of the automated, highly efficient design of the Brocade VDX switches and the great support offered by Brocade," underlines Urban.

Even after one year of putting the new environment into service, Einhell is still benefiting from the implementation. "Both administrators and customers can rely on the stability of the network," adds Urban. "And at the end of the day, IT is the backbone that allows us to take care of our business and customers."

As a result of its new network infrastructure and storage system, Einhell experienced the following technical and business advantages:

- **Increased flexibility:** Projects can be rolled out throughout the affiliated group, without requiring more staff. Companies can also focus on adapting to the needs of the local market. As a result, they can initiate new projects supporting globalization and expansion of the company, given the efficiency of the new IT infrastructure.
- **Increased speed:** Faster access to services from the service center leads to higher levels of standardization and stability across the international network.
- **Next-generation services:** Employees can focus on the integration of additional facilities. The introduction of new applications is simplified and driven by reliable IT.

By modernizing its IT infrastructure with Brocade technology, Einhell was able to free up resources to focus on its core business and ongoing globalization effort, resulting in ROI. Urban continues, "Einhell's economic success strongly depends on the functionality of its IT— with Brocade solutions we feel confident."

Striking New Paths Together

Moving forward, Landau will act as a model for Einhell's network globalization process. Einhell plans to continue standardizing on Brocade, particularly for the restructuring of its local infrastructure in China and Australia. "Einhell and Brocade make a good team," says Urban. "We look forward to collaborating with Brocade in our international business and already

have follow-up projects in mind."

For more information, visit

www.brocade.com.

WHY BROCADE

"With Brocade we found a reliable and highly cooperative supplier. We can now fully rely on our IT and focus on our core business."

—Dr. Christoph Urban, Director of IT and Business Services at Einhell

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