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 Senior Database Administrator  
 [Oracle Applications]  
 Applica*



## Applica Incorporated

**INDUSTRY** Retail

**SOLUTIONS** *Enterprise Platform, Storage Management, Virtualization*  
**Hardware** — Hitachi Universal Storage Platform® V  
**Software** — Hitachi Dynamic Provisioning, Hitachi ShadowImage® Heterogeneous Replication, Hitachi Virtual Partition Manager  
**Services** — Implementation services provided by Hitachi Data Systems Global Solution Services

## Maker of Popular Home Appliances Switches on Scalability and Centralized Management with Hitachi Storage

From trendy kitchen tools to griddles and toasters, Applika Incorporated markets and distributes an impressive inventory of small household appliances. Business growth through acquisition has led to administrative and integrative challenges in the corporate data center. To facilitate a highly flexible IT environment, Applika implemented the Hitachi Universal Storage Platform® V for exceptional scalability, performance and storage virtualization technology, and manages it all from a single pane of glass.

Because kitchen and household gadgetry amounts to a multibillion-dollar component of the global economy, the modern home appliance usually has to do more than sit and look pretty. At Applika, innovation and quality are baked into its vast assortment countertop appliances and home solutions intended to take the chore out of household duties. Applika designs and sells its wares through mass merchandisers, department stores and specialty retailers, under popular brand names such as Black & Decker, SpaceMaker, LitterMaid and George Foreman.

### Retooling to Simplify Business Growth

Having the right tools can make all the difference in the data center, too. With a steady trend of business growth through acquisition, Applika was looking for a

technology solution to adeptly integrate financial data from a diverse mixture of systems and networks. Not all of the newly acquired companies are on the corporate network, and each comes with a sundry of IT systems. Plus, the company has recently transitioned from manufacturing its own products to outsourcing production to Asian suppliers. With appliance distributors mostly in the West, suppliers in the East, and offices now located around the globe, Applika needs to provide 24/7 systems access.

The Applika IT department manages nearly 10TB of company data that runs the gamut from critical financial, database and enterprise resource planning (ERP) applications to engineering diagrams, data warehouse systems and advanced supply chain processing. Data resides in silos that have accumulated over time, increasing

costs and impeding critical backups and support. Applika Senior Database Administrator Michael Fairclough is focused on improving application availability and administrative dexterity to better manage the company's ever changing global data composite. "We need to be prepared to inherit any type of SAN technology. We want a platform with the kind of flexibility and scalability to embrace whatever comes our way and address the needs of the business at the time," Fairclough says.

### Moving to Enterprise-class SAN Technology

Applika's heterogeneous IT environment consists of varied systems, servers and platforms, along with a small SAN used for Oracle databases, file services and Microsoft® SharePoint® Server. Applika also contracts a nearby colocation storage facility. There, when requirements would arise to make copies of production environments for projects or to refresh development data, the process involved downtime and cold backup for restoring to various nonproduction systems. Backup was beginning to push defined windows, scalability of the current architecture was limited and Fairclough notes that some users were complaining of slow systems after regular business hours.

"Having dispersed data makes backup difficult and lengthy, and it's not easy to manage. If we can reduce the amount of time that backup takes, we lessen the impact to users. We wanted to have a Tier 1 enterprise-class



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SAN platform in house to support growth and enable centralized management. Virtualization technology and the ability to tier storage for both cost savings and performance were also major priorities," he details.

Applica considered offerings from numerous vendors and quickly narrowed the list of potential solutions to two. "We tried to do a side-by-side comparison of technologies and looked at benchmarking indexes and independent SAN reviews. By choosing a solution from Hitachi Data Systems, we got everything we wanted: an exceptionally scalable, flexible storage foundation and a knowledgeable, enthusiastic partner to work with us on all aspects of this transformation," says Fairclough.

### Out-of-the-box Scalability and Performance

The storage revamp at Applica is based on the Hitachi Universal Storage Platform V, which is designed to elevate data center capabilities with built-in virtualization, logical partitioning, universal replication and other critical services that are manageable from a single pane of glass. The Universal Storage Platform V delivers up to 4.5 million IOPS and unifies data and storage services across as much as 247PB, far exceeding performance and scalability requirements for most large enterprises.

Hitachi Dynamic Provisioning software on the Universal Storage Platform V automates transparent storage allocation between applications and a shared virtual pool, known as thin provisioning, for cost-effective capacity management and balanced performance of I/O workloads. Hitachi ShadowImage® Heterogeneous Replication software gives Fairclough full-clone copies with nondisruptive data protection. "We plan on taking advantage of Hitachi Virtual Partition Manager, too, which will allow us to control and fund future scaling requests from incoming acquisitions," he says.

Hitachi Data Systems Global Solution Services installed the Universal Storage Platform V and helped Fairclough to migrate Applica's most resource intensive Tier 1 applications, including Oracle E-Business Suite, data warehouse systems and financial forecasting tools. A second phase in the Applica IT overhaul includes installing a Hitachi Adaptable Modular Storage 500 system, which will run through the same SAN fabric and harbor the company's email, file services and a VMware cluster of servers. "This gives us the ability to scale inexpensively for lesser systems and keep more critical applications on higher performance tiers," explains Fairclough.

### At Home with Hitachi Data Systems

"We have so many choices with the Hitachi Universal Storage Platform V as our data center foundation. We went from pockets of stored data and pretty tedious maintenance requirements to a streamlined, cost-efficient and high performance environment. Our new setup allows for online backup to disk, data de-duplication, and reduced backup windows, all of which can be centrally managed in minutes instead of hours, as with the old architecture. That equates to better application availability for the business," reports Fairclough.

Applica is now primed to embrace business growth and unify data storage, regardless of where it comes from. "We have one storage administrator. He doesn't need to be an expert on every software application residing across our company. He just needs a general knowledge of SAN and how to operate the Universal Storage Platform V,

and he's able to handle anything out there. If tomorrow we acquire a company with yet another collection of systems, we can simply virtualize it into the Universal Storage Platform V," Fairclough says.

"Hitachi Data Systems has given us a sense of comfort, delivering this tremendous effort on time, on budget and with zero problems. At the end of the day, my success relies on a vendor's ability to deliver, and I am very confident that we are going to have no unpleasant surprises," he concludes.

 **Hitachi Data Systems Corporation**

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