



“With the Hitachi Universal Storage Platform® V, we’re able to unite previously isolated storage environments to gain enterprise-wide virtualization and migration capabilities that meet even our most demanding workloads.”

*Bryan Cripps  
 Storage Architect  
 Sealed Air*

**Sealed Air**

Our Products Protect Your Products®

## Sealed Air

**INDUSTRY** Manufacturing

**SOLUTIONS** [Virtualization, Enterprise Platform](#)

**Hardware** — Hitachi Universal Storage Platform® V and Hitachi Lightning 9980V™ storage systems (2)

**Software** — Hitachi Command Suite, including Hitachi Device Manager and Basic Operating System/Basic Operating System V; Hitachi Resource Manager utility package; Hitachi Virtual Partition Manager and Hitachi ShadowImage® Heterogeneous Replication

**Services** — Provided by Hitachi Data Systems Customer Service and Support, which provides services for Hi-Track® and Hitachi Data Systems Global Solution Services, which provides services for main-frame migration, MOD conversion, in-system replication, and Hitachi Device Manager and Hitachi Virtual Partition Manager software

## Sealed Air Packages Outstanding Performance with Hitachi Universal Storage Platform® V and Services

Sealed Air, the maker of the popular Bubble Wrap® brand cushioning and other high-tech packaging materials, runs a 24/7 global operation that continues to expand its product line, its innovative techniques and its data storage growth. To wrap up better I/O performance and highest availability, Sealed Air implemented the Hitachi Universal Storage Platform® V with unprecedented levels of large-scale enterprise virtualization and thin provisioning.

The team at Sealed Air believes good things come in protective packaging. Sealed Air is a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that serve food, medical, and an array of industrial and consumer applications. For more than half a century, Sealed Air employees have applied deep understanding of customers' businesses and global trends to deliver sustainable packaging solutions. Operating in 51 countries, Sealed Air's widely recognized and respected brands include Bubble Wrap® cushioning, Cryovac® food packaging technologies, Jiffy® protective mailers and Instapak® foam-in-place systems.

### Sealing Growth Issues with Better Performance

Supporting the 24/7 global operations means harnessing performance and data growth. High data availability is critical to maintaining the ceaseless demands of manufacturing execution, shipment schedules, sales order entry and financial operations. And as storage administrators dedicate significant time to capacity planning and management, there is a clear need for a more proactive, automated platform to improve ailing I/O performance rates and free up valuable staff resources.

Sealed Air staff around the world depend on a single enterprise resource planning (ERP) application to manage a wide variety of essential functions.

"We want to gain better command of storage resources. At the same time, we need to improve our I/O response times to keep pace with accelerating data demands. We know from our long-standing relationship with Hitachi Data Systems Customer Service and Support that newer technology such as storage virtualization offers a way to grow our business without being hampered by storage limitations or costly downtime issues," says Bryan Cripps, the storage architect for Sealed Air.

### Elevating IT Responsiveness with Storage Virtualization

Cripps felt that virtualizing the IT environment would provide greater flexibility for data movement and extend the value of older equipment. Storage capacity had exceeded 100TB and consisted mainly of two Hitachi Lightning 9980V™ storage systems and some disparate storage resources. One Lightning 9980V system was connected to a mainframe running IBM® DB2® data servers on z/OS®. The second Lightning 9980V system was attached behind a SAN. Part of Cripps' vision for a more streamlined architecture was to consolidate storage, mainframes and open systems under one configuration to exploit better performance and ownership costs.



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Sealed Air*

His requirements for retooling the existing storage infrastructure were simple: provide excellent uptime and responsiveness to end users. To accomplish this vision, Cripps expected a new storage solution to dynamically and nondisruptively move data, reduce management complexity, consolidate disparate resources, improve I/O response times, and effectively migrate a large percentage of ERP data onto inexpensive online storage. Cripps wanted to replace the use of capacity planning spreadsheets with automated technology to optimize storage utilization and reduce staff time. The company issued a request for proposals from several storage vendors. In addition to the aforementioned requirements of new technology, Cripps was ambitious about achieving the highest levels of reliability, availability, scalability and vendor support.

“We were looking for the same level of technology quality and vendor support we’d experienced with Hitachi Data Systems for the past seven years. After an arduous vendor selection process, one clear choice emerged: Hitachi Data Systems. We were excited about implementing the virtualization technology and capacity planning of the Hitachi Universal Storage Platform V and continuing the excellent support and services relationship,” explains Cripps.

### **Purging Storage Inefficiencies with Hitachi Virtualization**

Sealed Air installed the Universal Storage Platform V as the cornerstone of the company’s new storage environment. The Hitachi virtualization platform provides the architectural framework for adeptly navigating across heterogeneous storage and aligning with business applications. It aggregates both internal and externalized storage into one virtualized pool that can then be managed from a single pane of glass.

The Universal Storage Platform V expertly allocates storage to an application without the need for mapping physical servers. The Hitachi Command Suite software tools work in tandem to orchestrate more responsive storage management by pinpointing performance and availability issues, and monitoring capacity utilization across virtualized systems. With this level of automated intelligence in place, the Sealed Air IT team will be able to purge spreadsheet calculations and labor intensive capacity planning.

Cripps worked with Hitachi Customer Service and Support and Hitachi Data Systems Global Solution Services teams to migrate legacy ERP data from the SAN-attached Lightning 9980V system to the

new Hitachi storage platform. To extend the functional life of this legacy Lightning system, it was externalized behind the Universal Storage Platform V. Cripps plans to extend virtualization to other frames in the storage environment and remove the second Lightning 9980V system.

### **Packaging Performance Results with Ease of Management**

In the brief time since implementing the Universal Storage Platform V, Sealed Air has realized hefty improvements in overall I/O response times and more than 20 percent reduction in transactional processing times. Cripps and his team have drastically reduced the time spent on manual planning and management tasks.

“With the Hitachi Universal Storage Platform V, we’re able to unite previously isolated storage environments to gain enterprise-wide virtualization and migration capabilities that meet even our most demanding workloads. By moving toward a single command center, we’ll be able to further reduce management complexity and ownership costs while keeping the business running smoothly,” says Cripps.

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