



Case Study

NON-STOP CATALOG PRINTING ENABLED BY REDUXIO STORAGE

Industry: Business Services | Location: North America | Use Cases: Virtualization, VDI, File Shares, Security

KEY HIGHLIGHTS

Challenges

- Inefficient and unstable software defined storage solution.
- Mission-critical 24x7 operation requires immediate data recoverability.

Solution

- Accelerate applications and increase resiliency by deploying Reduxio HX550 flash storage.
- Reduce the recovery time for critical services and minimize lost productivity to seconds using BackDating™.

Benefits



4.7X More Space

Expanded system capacity with in-line, in-memory dedupe and compression.

6X Faster VM Deployment

Rapid terminal VMs deployment with cloning.

1.5 Hours



Past

15 Minutes



Today

15X Faster Recovery for VMs

30min



2min

Replaced legacy recovery from disk backup to built-in BackDating.



CUSTOMER PROFILE



5th largest catalog printer in the United States



Customers in 42 states



Mailing weekly to 15M addresses nationwide



Over 350 employees



Founded in 1928

The Dingley Press Environment

Located in Maine, the Dingley Press is one of the nation's largest catalog printers. As a full service provider, it offers a complete solution to its customers - anywhere from mail list management, co-mailing, distribution services, and high quality pre-press, web offset printing and finishing services. As a technology innovator in its field, Dingley also offers services for the creation of online and mobile catalogs.

The company has a reputation for perfection and efficiency, and strives to save costs for itself and its customers. Leveraging many years of experience Dingley has developed the RightSize™ catalog format, a unique press cutoff that delivers both paper and postage savings. As a full-service participant in the USPS PostalOne! Program, Dingley's mailing process is entirely

electronic, using the most recent advancements in Intelligent Mail barcodes and a paperless work environment. This allows Dingley to provide its customers rates that are available only to the most advanced mailers.

Dingley's production relies heavily on its IT systems. Tens of virtual servers run the core systems for industrial process control and in-process inventory control based on Microsoft® SQL Server databases. Close to a 100 virtual desktops provide centralized, consistent end-user experience using VMware® Horizon View. Virtual file servers are used to hold the online repository of past and future catalog designs and print jobs. This repository is kept online for anywhere between 3 months to 4 years, depending on the type of data. All the workloads were consolidated on a leading software-defined shared storage solution.

Non-Stop Printing

One of Dingley's primary concerns was the reliability of the virtualization infrastructure running the business, its resiliency to failure and its capabilities for data recovery. Web offset printing is highly dependent on processing and control application servers, and every minute counts. The manufacturing floor's production time is valued in the hundreds of thousands of dollars an hour.

Issues with performance and general reliability with the existing solution led Michael Martell, Systems Manager at Dingley, to look for a storage solution that not only could meet his requirements for robustness and performance, but also provide the ability to minimize operational downtime in case of application or data issues.

To meet the growth needs, Martell reviewed multiple hybrid storage solutions. The Reduxio HX550 offered significantly higher performance compared to other hybrid solutions at the same price point, and its BackDating capability appealed to him, since it would allow him to dramatically reduce the recovery times of critical services and minimize lost productivity from failures to seconds. At that point, Martell decided that the Reduxio HX550 would be the best fit for his requirements and selected it as its new primary storage system.

"I selected the Reduxio HX550 because it is easy to manage and offers the performance that I need for my applications. BackDating is revolutionary - and will allow me to recover mission-critical applications in seconds."

Michael Martell, Systems Manager at The Dingley Press

Reduxio - Store More with Less

Dingley installed the Reduxio HX550 and started data migration from the existing storage solution immediately. Both applications and virtual desktops showed improved overall responsiveness within minutes.

The system is used as the storage platform for the VMware ESXi cluster running the mission-critical applications that control the printing process and the large logistics operation. Virtual desktops are used by the administration staff as well as thin clients on the printing floor. Since the migration to Reduxio users reported that their desktops are more responsive.

Dingley's core file server's data drives were also migrated to the system, with file shares totalling over 5 terabytes include the company's back office data (Microsoft Word, Excel, Access and other application file types).

BackDating complements the existing daily VM-level backups, and provides complete data availability with instant recovery to just seconds before a failure occurred. The ease of creating cloned copies of databases or sets of volumes simplifies the generation of test environments on demand without data copy. Disaster recovery for the environment is provided by Veeam Backup & Replication software.

SOLUTION COMPONENTS

Reduxio Products

- Reduxio HX550 storage system

Environment

Infrastructure:

- VMware® vSphere cluster, tens of virtual servers
- VMware Horizon View v5.3 (close to 100 desktops)
- Microsoft® Windows Server 2012 R2, XP/7 terminals
- Microsoft® SQL Server
- Veeam® Backup and Replication

Applications:

- Electronics For Imaging (EFI) press and layout management software
- In-house inventory system
- FirstLogic® Postalsoft® Platform address cleansing and processing
- Satori Software® mailing and marketing software