AMPORTS accelerates time to market and improves customer service

An IBM PureFlex System offering helps improve system performance by 50 percent

Overview

Competitive marketplace
To remain a premier automotive services and port terminal operator AMPORTS needed flexibility and agility in its IT infrastructure to enhance customer satisfaction through its commitment to quality, safety and operational excellence.

Integrated infrastructure
The company chose an IBM® PureFlex™ System offering to standardize its IT infrastructure and capitalize on private cloud.

Simplified operations
The PureFlex System boosts system performance, helping the company take new services to market faster.
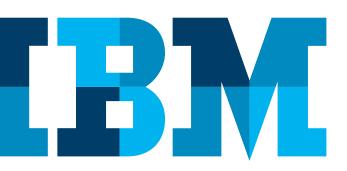
Solution Components

System
- IBM® PureFlex™ System

IBM Business Partners
- Vision Solutions Inc.
- DP Solutions

Headquartered in Jacksonville, Florida, AMPORTS offers vehicle processing services for auto manufacturers through 11 terminals at seaports, railways and trucking hubs across the United States and Mexico. To import and export more than one million vehicles from manufacturers for dealers annually, the company offers services such as accessory installation, body work and homologation.

Challenge
AMPORTS strived to improve its operations through process automation which led to a disparate IT environment that the company found increasingly difficult to manage and support. As a result, the organization sought to upgrade its server environment, increase data storage capacity and improve its disaster recovery strategy.

Solution
AMPORTS worked with IBM Business Partner DP Solutions to implement IBM PureFlex System, an offering from the IBM PureSystems™ family. AMPORTS installed two PureFlex Systems configured with IBM Flex System™ p260 and x240 compute nodes to address availability issues and support its data recovery system, which is provided by IBM Business Partner Vision Solutions Inc.

PureFlex System features integrated computing, storage, networking, virtualization and cloud management capabilities, allowing the company to carry out its IT simplification strategy. Another important aspect for AMPORTS is the ability to consolidate the workloads of the system's x86 compute nodes and IBM i. According to Bill Cappadora, chief information officer (CIO) for AMPORTS, "A highlight of the project was how the IBM POWER® servers ran immediately without problems and with faster performance than in the past." This resulted in performance enhancements, especially for its in-house vehicle tracking application and the JD Edwards ERP software which are critical for communicating vehicle information to customers in a timely manner.

The firm also finds that deploying new applications is much simpler now through the use of the IBM Flex System Manager™ node that provides a single point of control which streamlines operations, translating to a faster time to market for new services. The system's integrated management of physical and virtual resources allows AMPORTS to take full advantage of the private cloud. According to Gordon Leary, IT manager for AMPORTS, "The company is able to do more with virtual machines since everything is integrated into one machine. We're doing private cloud big time." Cloud-ready capabilities and a single management interface position the company for growth while freeing IT staff from managing systems to focusing on business-critical projects. "By simplifying our IT infrastructure, we're able to do more with the same number of staff," states Leary.

Benefits

- Improves overall system performance by approximately 50 percent and reduces VMware lag time to virtually zero
- Boosts software application response times through 75 percent reduction in initial program load time, from 20 to 5 minutes
- Reduces operating costs by consolidating IT environments and increasing virtual machine capacity

For more information

To learn more about IBM PureSystems offerings, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/puresystems

"PureFlex System has helped us bring to light a 10-year vision of consolidating and standardizing our storage, server and desktop environments under one umbrella."

— Bill Cappadora, chief information officer (CIO), AMPORTS

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