# HP 3PAR StoreServ solutions brighten lighting company's future

## Complete system update provides scalability and reliability

**Industry**
Manufacturing and Distribution

**Objective**
Build scalable storage platform to support growth

**Approach**
Replace 20 year-old systems with new, scalable HP 3PAR StoreServ technology to achieve higher efficiencies and be positioned for doubling size in five years

**IT matters**
• System now-highly available with no unplanned outages

• Reliable HP Converged Storage and Server Infrastructure supports growth

• Business-critical systems operational during backup

• Converged storage infrastructure maximizes HP solution

**Business matters**
• Competitive advantage gained by provisioning to support manufacturing and business shift in lighting production

• Scalable HP 3PAR storage saves significant money, enabling rapid growth

• IT infrastructure modernized and existing staff productivity leveraged for $50,000 savings annually



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>
> – Julius Tomei, CIO, Focal Point, LLC

Focal Point, LLC, is a Chicago-based family-owned and operated architectural lighting manufacturer. The company is facing a paradigm shift as the lighting industry moves from traditional incandescent and fluorescent technology to LED-based fixtures. To prepare for doubling its growth and, at the same time, update its 20 year-old IT systems, Focal Point implemented an HP 3PAR StoreServ 7400 Storage Area Network (SAN) with an HP StoreOnce backup to match. The old system was causing weekly unplanned outages and seriously hindering critical business processes. Now, with its HP converged storage infrastructure in place, Focal Point sees a very bright future.

## Focal Point plugs in HP 3PAR Converged Storage for competitive advantage

Focal Point's goal, as a leading largest architectural lighting firm in the U.S., is to double it's growth in the next five years. Considering it must also make the shift from traditional lighting, to new LED-based fixtures at the same time, it's a big challenge. When Julius Tomei, CIO at Focal Point, came on board, he rolled up his sleeves and got to work.

The first thing he noticed was an average 300 help desk tickets a month and an overwhelmed IT staff. In addition, the current storage was maxed out, it was costing 32 hours to back up on tape, and the ERP software and some of the infrastructure was over 20 years old. The CEO told him to put together a proposal.

"HP and Insight, an HP partner, recommended an HP 3PAR StoreServ 7400 SAN that scales well and which delivered us from our reactive firefighting mode into the desired proactive growth mode," beams Tomei. "I've had nothing but wonderful results working with HP solutions in my former Fortune 50 workplace. Setting up a solid working relationship with HP technology and expertise, was a priority goal as CIO at Focal Point."

Of course, Focal Point's robust growth rate demands the IT infrastructure be easily scalable in order to stay several steps ahead of business growth. The company needed a storage system with the headroom to support its new ERP solution, a variety of homegrown applications, as well as critical engineering systems—all of which were hungry for storage. Focal Point engineering is also rapidly creating a major new line of LED-based products, complete with related support materials, further blossoming its storage needs.

"I need storage that will scale with us as our storage needs continue to grow," expands Tomei. "Our business growth is our major driver right now, and with the 3PAR 7400 SAN, I can sleep well at nights, knowing that we can easily scale in advance of our growth."

## New 3PAR StoreServ SAN provides instant results

Some IT departments need to wait months for the benefits from a new solution to materialize. Not so with the new 3PAR storage.

Many of the outage problems monopolizing IT staff's attention were caused by a storage system that had become too small to support its ever-increasing demands.

"Almost overnight, after implementing our 3PAR 7400 SAN, we saw a significant improvement in system performance, which resulted in a dramatic ticket reduction in help desk problems," says Tomei. "The reliability of our new 3PAR SAN frees up the IT staff to focus on supporting end-users with critical business issues, instead of fighting fires all day. Having everything highly-available and running well has increased productivity companywide. In effect, it's like we hired two new IT professionals."

Whereas turnaround time used to be measured in weeks, help tickets are now resolved in terms of hours. The whole company is now running at full speed ahead, no longer hindered by IT issues.

## HP StoreOnce backup casts a warm, efficient glow

Focal Point's legacy tape-backup system also swallowed up IT productivity, taking the staff away from more business-critical issues. The previous system took 32 hours to backup. Tomei set out to close that window, and move from a cold, to a warm backup strategy while he was at it. Insight, with global headquarters in Tempe, Ariz., recommended the HP StoreOnce 2620i Network Backup, which allows IT to manage backup and disaster recovery operations from a single pane of glass using StoreOnce Catalyst. StoreOnce reduced the amount of backup data that IT needed to store by up to 95% and put an end to finding an "extra" 32-hour window every week to run the tape backup. Now the system remains up and running during backup and automatically cleans up the data using its deduplication functionality.

"Our critical systems used to be down until 7 a.m. daily due to our previous 32-hour backup solution, which meant that our factory workers and order entry staff were unable to use it when they came in at 6 a.m.," confirms Tomei. "Thanks to StoreOnce, all these employees have an extra hour to work in the morning, thereby gaining us a significant productivity increase in manufacturing and service."

StoreOnce also reduces business risk for Focal Point by automating and consolidating the backup of the company's multiple HP ProLiant

servers to a disk target. This ensures more efficient data protection and provides a much faster recovery in the event of a disaster. This is important to Tomei, because he understands that a complete backup solution must incorporate a reliable and responsive disaster recovery component. With StoreOnce, Focal Point can now do a warm recover instead of its prior, more risky, cold recovery system.

"It's essential that we have a warm DR strategy in place to keep our mission-critical JD Edwards ERP application highly available," stresses Tomei. "StoreOnce allows us to pre-install our hardware and pre-configure our bandwidth needs, so all IT has to do is load the software and data to restore our essential systems. If we determine the need, the HP products we now have provide an easy path to a hot DR capability. Everything we've done with our HP implementation is geared toward supporting a flexible and scalable future growth path."

## Ease-of-use enlightens IT staff with productivity gains

The new 3PAR converged storage SAN was implemented painlessly in under two weeks, and the 3PAR management tools made instant fans of the IT staff. HP delivered and set up the SAN and provisioned it, using the automated provisioning tools, and the Focal Point IT staff migrated the data. According to Tomei, HP and Insight worked seamlessly together and he was pleasantly surprised at how quickly IT had the SAN ready for business.

"Normally, it would take IT the better part of a week to get all the data organized and the SAN and HP ProLiant servers coordinated," notes Tomei. "The HP tools were easy to learn, and highly autonomic, that we had it up in a little over a day. The team loves the storage management software. When you add up all the time savings due to ease-of-use and automated procedures, we are measuring significant productivity gains."

All told, the Focal Point solution consists of an HP 3PAR StoreServ 7400 SAN, HP StoreOnce 2620i Network Backup, HP Virtual Connect Flex 10/10D Module, four HP ProLiant BL460c Gen8 Server Blades, the HP BladeSystem c7000 Enclosure, HP Networking switches (HP 2920 Ethernet Switch and E-MSM430 Access Point), and HP Storage Services. For Tomei, the fact that HP has the most complete IT architecture menu on the market is his primary motivating factor for turning to HP solutions.

"We always look at the competition to make sure that we get the best-in-class hardware solutions," assures Tomei. "HP's Converged Infrastructure strategy, how the storage, servers, and networking all fit together, clearly raised it above the other options. I've never gone wrong implementing HP, and find that they are spot on in delivering as promised. Actually, if anything, I find they undersell the benefits we gain."

As another example of HP's comprehensive solution portfolio, he points to his need to revamp his network. He inherited a network snapped together with various low-tech

## Customer at a glance

### Application
Manufacturer and Distributor of Lighting Fixtures

### Hardware
- HP 3PAR StoreServ 7400 Storage
- HP StoreOnce 2620i Network Backup
- HP Virtual Connect Flex-10/10D Module
- HP ProLiant BL460c Gen8 Server Blades
- HP BladeSystem c7000 Enclosure
- HP 2920 Ethernet Switch
- HP E-MSM430 Access Point

### Software
- Microsoft® Windows Server® 2008

### HP services
- HP 3PAR Software Installation and Startup Service
- HP Proactive Care 24x7

consumer devices, which didn't have the needed bandwidth and were constantly failing. He found the technology and the total cost of ownership of the HP Networking switches superior to the other major network vendors.

## Can't get no respect—HP solutions light the way

Tomei pauses, taking a minute to consider what he has gained through his HP implementation. "We've gained a converged infrastructure that will scale to support planned growth, and the assurance that we can maintain and expand our competitive lead in our niche," he explains.

As mentioned before, the lighting industry is undergoing major and rapid evolution to LED lighting, replete with a plethora of new manufacturing and business processes. Focal Point now has the architecture to support this change combined with the agility to meet challenges and burgeoning IT needs as they arise. And that means Focal Point is positioned to maintain its hard-earned competitive advantage as a leading provider of architectural lighting.

But there's a human intangible that he also values, as does his tight-knit IT team, and

that's "respect." Previously, due to an out-moded and aging system, IT was overwhelmed and unable to deliver the level of reliability and productivity needed for the coming surge.

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"It used to take IT a couple of weeks to provision a new Focal Point employee or partner fully," concludes Tomei. "Now, we can set them up immediately. The savings and increased efficiencies are wonderful, but it also feels great to know we can really help our end users with confidence and competence. We've recaptured their respect."

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