



Company

Docrafts

Location

Wimborne, Dorset

Website

www.docrafts.com

Customer profile

Founded by Design Objectives Ltd in 1996, Docrafts have grown to become the UK's leading papercraft supplier. Operating from 50,000 square feet of warehousing space in Dorset, England, they supply over 2000 outlets across the UK and Ireland, from specialist independents to larger, national retailers. docrafts stock over 6,000 product lines with exclusive own brand and licensed products, complimented by the very best third party brands. These products and their retail partners are supported by their own Creativity Magazine and community website.

Bechtel Direct Ltd

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Installing Servers and Storage Docrafts

Simple, Modular and Scalable IT infrastructure using HP StoreVirtual VSA and HP ProLiant Technology

THE CHALLENGE

The challenge for Docrafts was that they had reached their refresh cycle in technology, Docrafts realised that they needed to adopt a more simplified and scalable solution that could react to growth in their primary business. David Lowton, Systems Administrator of Docrafts, realised that their current IT approach may not provide the required agility and budget aspirations to carry the company forward. Having had a long standing relationship with Bechtel, we provided support for David in moving from a traditional SAN/Server farm to a more simplified cost effective offering.

BECHTLE'S SOLUTION

After listening to the challenges that David faced along with an understanding of where the company was likely to require change in the near future, Bechtel was able to propose an innovative solution that not only refreshed his ageing server farm, but also introduced a shared storage platform that would sit inside his virtualisation space, thus limiting the need for complex and proprietary hardware based SAN's.

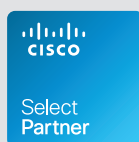
The approach offered by HP's StoreVirtual VSA, is to use industry standard ProLiant servers that are equipped with several hard drives rather than rely on a dedicated storage array.

This solution runs in a virtualised environment that has a HP StoreVirtual VSA software overlay. It transforms the server into an economical, scalable and upgradeable virtual storage array that is easily managed from the same console as the virtual environment. This is a cost effective solution that also helps to meet the budget requirements of the business.

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THE BENEFITS

Docrrafts have seen significant improvements since the upgrade with a big impact being reduced administrative costs.

As well as financial improvements, Docrrafts can now also do more with less. With a single platform that converges data and compute into a single highly available cluster, the company can spend less time keeping the lights on and more time responding to advances in the business.

HP StoreVirtual VSA offers Docrrafts scalability on demand. Should they require an extra server, it's simple to acquire additional storage and compute. With the HP StoreVirtual VSA, everything is modular and standardised, so unlike previous SANs that require a 'rip and replace' approach at the end of its life, Docrrafts can simply add a node to cluster and live migrate the workload.

By using Proliant technology, which is readily available, the return on investment is quickly realised with its affordable performance. The modular approach means that Docrrafts can follow technology trends, allowing them to continually bring new technologies that can drive better TCO.

Customer Testimonial

"We needed to increase our storage infrastructure by 100% to allow us to meet our forecasted business growth over the next 3 years. In addition to this, we needed to reduce the time our backups were taking by 50%, all while improving the networked storage performance for our large team of creative professionals. Not only did Cefin and his team at Bechtle hit all these requirements with their first proposal, they did it with a bespoke, imaginative solution that came in at a significantly better price than the competition. I wouldn't hesitate to recommend Bechtle."

- David Lowton, Systems Administrator at Docrrafts

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