



## vSphere with Operations Management Enables Agility and Scalability to Meet Growing Business Demands

### INDUSTRY

Manufacturing

### LOCATION

USA

### KEY CHALLENGE

Increase scalability and management efficiency to meet growing demands of rapidly expanding group of companies.

### SOLUTION

Transition to a unified, virtualized platform using VMware vSphere® with Operations Management™.

### BENEFITS

- Reduced the time spent integrating backend systems by more than 80 percent
- Improved consolidation ratio by 52 percent
- Increased data center efficiency by 34 percent
- Boosted storage capacity utilization by 31 percent
- Increased memory utilization by 19 percent

The [Waddington Group](#) is a major global packaging manufacturer and marketer. The Group's four divisions specialize in dinnerware, servingware, drinkware, and custom packaging products. The company has 12 locations across North America and Europe and employs almost 2,500 people.

### The Challenge

Over the past few years, The Waddington Group (TWG) has experienced explosive growth, and it's been a challenge for the IT team to keep up.

"In addition to organic growth, we're aggressively acquiring companies. As an IT team, we have to be able to respond to those acquisitions in a very timely manner," said Paul Reed, IT Director, The Waddington Group. "While the company might grow linearly, the IT services grow exponentially and the requirements become much greater."

Due to the company's rapid growth, TWG's lean, centralized IT team now serves a much larger user base and an increasingly remote workforce distributed across 12 locations around the globe.

"We don't have an IT person at every site, so we have challenges around helpdesks, improving communication with employees, and meeting their requirements at a distance of up to 1,000 miles," said Reed.

With its increasingly distributed workforce, system availability has become even more critical. For example, TWG implemented a new ERP system across all of its sites. As the company's backbone, the system has to be available to everyone 24/7. Therefore, the infrastructure on which it sits has to be completely reliable.

However, TWG did not have the IT manpower or resources to sufficiently grow its physical infrastructure to support the necessary reliability within a growing, distributed organization.

"Our IT resources can't grow at the same rate as the company," said Reed. "We knew very early on that we could not just do more of the same things, but bigger. So we needed to think of different ways to deliver IT technologies to users more quickly and more efficiently."

***“The organization has been crying out for quicker implementation of new applications. Using vSphere with Operations Management, we can bring up new virtual hosts and deploy applications much more rapidly than in the past.”***

Paul Reed  
IT Director,  
The Waddington Group

### HARDWARE

EMC VNX5200

### TECHNOLOGY PARTNER

MTM Technologies, Inc.

## Solution/Implementation

In order to manage and support the company's growth across multiple territories, TWG needed a highly scalable solution that enabled quick response to new opportunities, accommodated storage requirements, and increased IT efficiency. To meet these needs, TWG turned to virtualization.

“Through virtualization, we wanted to gain agility. We needed the ability to scale up when we needed to and bring servers online to meet growing business needs,” said Ralph Sawyer, Corporate IT Manager, The Waddington Group.

Having had previous experience with VMware products, TWG chose VMware vSphere with Operations Management as the foundation of its IT environment. Working with an implementation consultant, TWG developed a roadmap for the virtualization project, which reduced TWG's 40 servers down to four and took approximately 12 weeks. The company also implemented VMware vCenter™ Operations Management Suite™ and vSphere Data Protection™ Advanced for data center backups.

“We deployed VMware vSphere with Operations Management to help us virtualize and automate our infrastructure and reimagine how we deliver IT services moving forward,” said Reed.

TWG completed its implementation in March 2014 with the help of MTM Technologies, Inc., a leading national provider of innovative information technology solutions and services.

## Benefits

VMware virtualization enables TWG to respond more quickly to its rapidly changing business landscape. “With our aggressive rollout of software, applications, implementations, and upgrades, we really didn't want to be concerned about hardware infrastructure,” said Reed. “We wanted to be focused on providing the business solutions for the company. Virtualization has allowed us to concentrate on adding value to the company.”

## Agility to Scale Quickly to Meet Business Demands

VMware's tools give TWG the visibility to monitor their environment and thus allocate resources more quickly and efficiently. With VMware vSphere with Operations Management now in place, TWG has reduced the time spent integrating backend systems by more than 80 percent.

“In the past, the selection, procurement, receipt, and installation of a server may have involved three or four IT employees. Today, we can do that in minutes with a snapshot,” said Reed. “The organization has been crying out for quicker implementation of new applications. Using vSphere with Operations Management, we can bring up new virtual hosts and deploy applications much more rapidly than in the past.”

Through virtualization, the company has been able to accommodate dramatic growth without adding IT budget or resources.

## Hardware and Maintenance Cost Savings

TWG realized significant savings through virtualizing aging servers instead of replacing them, increasing the consolidation ratio by 52 percent. At the same time, the company has increased its data center efficiency by 34 percent and its storage capacity utilization by 31 percent.

“The cost savings from using VMware plays out not only in terms of infrastructural costs, but heating and cooling costs,” said Reed. “And for a company with a strong green product range, that’s been a very important factor. The savings also allow me to invest more budget in new technologies and new applications for the company.”

## Increased Visibility Informs Decision Making and Saves Time

vSphere with Operations Management gives TWG improved visibility into its data center environment. Through the dashboard, the IT team can centrally manage its data center, with real-time visibility into how resources are being used.

“Getting a single lens look at my environment speeds up the decision-making process immensely,” said Reed. “It also allows us to make more informed decisions. For instance, when we have to implement new technologies, I have accurate information on what I can achieve, which lets me respond to the executive team more quickly and precisely.”

For Sawyer, the dashboard provides a daily snapshot of how the servers are doing, and tells him when he needs to take action.

“When I go in there, if I see all green, then I know that everything is working very well. If there’s an alarm, it’s right there in front of you so that you can take the appropriate action,” he said. “If there’s a specific application that’s not acting right, I can monitor it and see if there’s a problem with memory or if I need to add another processor to make the application run faster.”

## Increased Reliability of Backup and Disaster Recovery Systems

The company’s ERP system is the backbone of almost every aspect of the business—the one tool that ties everything together. To ensure this and other mission critical applications run 24/7, TWG relies on vSphere Data Protection Advanced to provide fast, efficient, and reliable backup and assured recovery.

“Reliability is important because I need to know that our ERP system is going to be there when I need it,” said Sawyer. “If I didn’t have the VMware tools, then every time we have a problem we’d have to rebuild the system. Now we can just revert back to a snapshot and it’s much cleaner and faster.”

