

Leading pump manufacturer cuts energy costs by DKK 1.3 million with global standards-based IT infrastructure



- Backup, recovery and archiving
- Data consolidation and management
- Green efficiency
- Migration
- Standardisation
- Virtualization



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*Karsten Steen Sørensen,
Group Vice President,
Grundfos Group*

Customer profile

Company:	Grundfos Group
Industry:	Manufacturing & Logistics
Country:	Denmark
Employees:	18,000
Website:	www.grundfos.com

Business need

To increase efficiency and centralise operations, Grundfos Group wanted to standardise IT platforms across its 200 sites. The existing infrastructures included proprietary systems, which were complex and expensive to run.

Solution

Grundfos Group's project team used the expertise of Dell consultants to create a standards-based infrastructure. It featured Dell rack and blade servers, as well as [Dell EqualLogic storage](#). [Dell ProSupport](#) helps maximise IT performance across the group.



Benefits

- Customer rolls out new environments faster
- Consolidated platform will save more than DKK 1 million in energy costs
- Business lowers carbon emissions by around 700 tons in Denmark and 1,600 tons globally
- IT reduces costs by around 20 per cent per end user
- Customer gains consistent support across 45-plus countries

Grundfos Group, headquartered in Denmark, is one of the world's leading pump manufacturers, with an annual production of more than 16 million pump units and a market share in circulator pumps of approximately 50 per cent. The organisation, which employs around 18,000 people worldwide, continues to grow and operates more than 80 companies.

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Its success has been the result of both natural growth and acquisition. But while acquiring companies gave Grundfos Group instant presence in local markets, it also created a number of issues, not least concerning IT. It left the organisation with many localised infrastructures, which used a mixture of IT solutions to deliver applications and storage. Though reliability was good, cost and management complexity became key challenges due to the lack of standardisation. Karsten Steen Sørensen, Group Vice President at Grundfos Group, wanted to consolidate the group's entire IT landscape to a single platform and resolve the current issues, creating a foundation for greater efficiency. He says: "By moving to a single IT solution provider, we could significantly reduce our overheads and deliver more effective IT across the business."

Company finds the ideal standards-based solution for global rollout

Grundfos Group created an enterprise-efficient platform to deliver better IT across its 200 sites with Dell. The business assessed solutions from IBM and HP – both of which were already IT providers to the organisation – before choosing to standardise its infrastructure on Dell technology. Karsten Sørensen says: "We quickly decided to adopt a standards-based rather than a proprietary solution because we gained the same high performance but with lower maintenance costs."

Dell understood Grundfos Group's business needs. The Dell team had expertise in managing global projects and offered the group a direct model

to reduce procurement cycles, giving it greater business agility. This – along with the fact that the Dell account team understood Grundfos Group's expectations – made Dell the preferred service partner for a standardised back-end rollout. Furthermore, the Dell team offered a significant number of customer references to highlight the solution provider's credentials.

Technology at work

Services

[Dell Consulting Services](#)

- Workshop, Assessment, Design & Implementation

[Dell ProSupport Enterprise-Wide Contract \(EWC\)](#)

- Service Delivery Manager

Hardware

[Dell™ PowerEdge™ M610 blade servers with Intel® Xeon® processors 5630](#)

[Dell PowerEdge M1000e modular blade enclosures](#)

[Dell PowerEdge R610 servers with Intel Xeon processors 5630](#)

[Dell EqualLogic PS4000E, PS4000X, PS6000E and PS6000X storage area networks](#)

[Dell PowerVault™ MD1000 storage arrays](#)

Software

[VMware® Enterprise License Agreement](#)

Quest software



Karsten Sørensen says: "We gained the best global supplier by choosing Dell. It provided us with a full-time project manager to help roll out a standardised solution worldwide. In addition, each of our sites across more than 45 countries would receive the same highly responsive level of support."

Creating a standardised platform is easier with Dell consultants

The organisation created the ideal solution for standardising the global infrastructure with help from Dell services. First, the [Dell Consulting Services](#) team held workshops to discuss the organisation's objectives and establish a model environment. "The workshops demonstrated that Dell was prepared to listen to our ideas and adjust its proposals," says Karsten Sørensen. "We wanted to create a platform that delivered great performance and was simple to manage. We saw the advantages in virtualizing the infrastructure for energy efficiency and management simplicity." With this in mind, the Dell consultants assessed the needs of Grundfos Group to determine the solution's processing requirements and storage capacity. This was quickly followed by a pilot project, where Dell technicians deployed a number of infrastructures at seven sites in five countries, and migrated existing data to virtual environments. During the pilot programme, Dell and Grundfos Group finalised their plans to ensure that deployment caused as little disruption as possible. "The pilot project was valuable – it provided us with the insight to successfully roll out the environments globally," says Karsten Sørensen.

IT team can roll out new environments faster and in parallel

Grundfos Group has gained a standardised platform and a deployment process that can be easily repeated at multiple sites – saving time and resources. At the heart of the infrastructure is a combination of [Dell™ PowerEdge™ M610 blade servers](#) and [Dell PowerEdge R610 servers](#) with Intel® Xeon® processors 5630, to support the organisation's more processing-intensive applications. Grundfos Group chose the servers because of their design, ease of installation and low maintenance costs. Plus, they were ideal for delivering the infrastructures' underlying virtualization technology [VMware](#), providing embedded hypervisors to reduce installation times. Karsten Sørensen comments: "We can quickly roll out new platforms in parallel at different sites with our virtualized solution from Dell."

The PowerEdge blade servers are housed in [Dell PowerEdge M1000e modular blade enclosures](#), helping to simplify management. "The advantage of the Dell PowerEdge blade enclosures is their snap-in scalability," says Karsten Sørensen. "Adding a blade server is as simple as slotting a unit into the enclosure and powering it up." The adoption of the blade enclosures has also reduced cabling. Karsten Sørensen says: "Compared with a rack-based environment, the cabling for our blade server infrastructure is less complex. It helps take the complexity out of IT and makes us more efficient."

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Business stores data more effectively, increasing enterprise efficiency

Each Grundfos Group location protects its data using a combination of [Dell EqualLogic PS4000E, PS4000X, PS6000E and PS6000X storage area networks \(SANs\)](#), and [Dell PowerVault™ MD1000 storage arrays](#). "The ease of use and scalability really stood out with the Dell EqualLogic and PowerVault storage solution," says Karsten Sørensen. IT personnel can now administer the SANs and storage arrays without the need for specialised training, and local sites can grow, knowing they have sufficient data capacity. Furthermore, Dell EqualLogic management tools integrate tightly with VMware, making it easier to protect virtualized data. For example, Auto-Snapshot Manager/VMware Edition enables fast online backups and quick restores of virtual machines. "All the elements of the Dell solution fitted together perfectly – it gave me peace of mind," says Karsten Sørensen.

Customer expects to save millions on power

Grundfos Group has calculated that the platform has already cut power use, saving the organisation more than DKK 1 million in electricity charges. "We've reduced electricity use by around DKK 1.3 million in Denmark alone as a result of the platform and by changing our PCs," says Karsten Sørensen. The new infrastructure is playing a key role in a group-wide programme to cut the company's carbon footprint, which also includes consolidating the number of PCs and printers wherever possible. Karsten Sørensen comments: "Our Dell solution has played an important role in reducing our carbon footprint by around 700 tons in Denmark."

Grundfos Group lowers costs per end user by around 20 per cent

Because of the standardised infrastructure, the group has significantly lowered the expense of setting up new employees with PCs and network connections. Karsten Sørensen comments: "We've reduced the overall cost per end user by around 20 per cent with Dell. And now it's much simpler and quicker to add a user to one of our standardised platforms."

Personnel increase productivity thanks to greater reliability

The new platform is boosting the group's overall productivity. According to local IT teams, the server infrastructure is more stable than the previous solution, giving end users better support and helping them

work more efficiently. "Employees are losing less time through disruption to IT services. They can complete tasks faster because their applications and data are more reliable," says Karsten Sørensen.

The organisation is half-way through deploying the infrastructure across its 200 sites, and currently implements the platform at five locations each month. "With the help of Dell consultants, we can quickly deploy a complete server and storage solution," comments Karsten Sørensen. "This includes migrating data from the old to the new environment and installing Quest management software (Quest Access Manager, Quest Reporter and Quest Storage Suite) to help IT personnel administer end-user access." Once the infrastructure is in place, Grundfos Group spends a number of weeks testing the environment and providing management training to local personnel.

Grundfos Group ensures high performance with responsive services

End users are maintaining their productivity with the help of Dell support services. For example, if one of the sites needs new servers or storage, the local IT team can request the solutions using a dedicated portal that connects directly to Dell. "The specifications and pricing are already defined, so the process is extremely efficient, saving us time," says Karsten Sørensen. The organisation has also adopted a Dell ProSupport Enterprise-

Wide Contract, giving it a dedicated Service Delivery Manager (SDM) and single point of contact to manage the support process proactively. Grundfos Group and the SDM are creating a document, which will be used across the company, detailing how to improve support routines and implement Dell Online Self Dispatch. This will help IT teams order parts and labour directly from Dell, saving valuable time. Karsten Sørensen says: "We're using the reports from our Dell Service Delivery Manager to increase the efficiency of IT and reduce the number of support issues."

For more information go to:
dell.com/casestudies/emea
and dell.dk



The Efficient Enterprise runs on Dell: efficiententerprise.com

