



Manufacturer gets great recipe for driving growth

Food business creates scalable, manageable platform for its expanding business with the support of consulting services



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Elo Hoegh Bromer, Chief Information Officer, Danish Crown

Customer profile



DANISH CROWN

Company	Danish Crown
Industry	Manufacturing
Country	Denmark
Employees	23,500
Website	www.danishcrown.dk

Business need

Food producer Danish Crown wanted to support its continuing growth with a resilient, scalable IT infrastructure that would maximise uptime and improve manageability.

Solution

The company worked with Dell, which ran a Virtualization Readiness Assessment (VRA) before deploying virtualized Dell™ PowerEdge™ servers and Dell EqualLogic storage.

Benefits

- Dell VRA and workshops define optimum solution
- Maintenance time falls with virtualized estate
- Business growth supported with faster IT expansion
- Uptime maximised for round-the-clock production

Solution areas

- Intelligent Data Management
- Networking
- Server Consolidation
- Virtualization

As the world's largest exporter of pork meat, Danish Crown employs 23,500 people. A cooperative society by more than 9,500 farmers, it sold 1.500 million tonnes of meat in 2010/11. While based in Denmark, it has offices across Europe, Asia and North America.

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Elo Hoegh Bromer, Chief Information Officer, Danish Crown

Danish Crown has seen fast growth – both organically and through mergers and acquisitions. And, with increasing demands from regulatory authorities, the company was put to the test. Elo Hoegh Bromer, Chief Information Officer at Danish Crown, explains: "Our IT estate was fragmented, with standalone systems added in response to immediate requirements. We needed a strategic approach that would create and sustain a centralised infrastructure and increase IT efficiency."

Dell VRA and workshops help find optimum solution

Dell was invited among others to propose virtualized solutions for two factories in Denmark, building on a previous virtualization project at the head office in Randers.

Dell ran a Virtualization Readiness Assessment (VRA) to determine the steps required to implement a VMware-based solution. "The Dell VRA enabled us to evaluate the solution and estimate the potential savings we'd make," says Hoegh Bromer.

The Dell Consulting team then ran a workshop to further define the parameters of the solution and initiate the design process. Danish Crown opted for Dell™ PowerEdge™ R710 servers with Intel® Xeon® E5520 processors, running VMware® vSphere™ 4 Enterprise Plus and connected with Dell PowerConnect™ 6248 switches. To optimise the performance of the virtual server estate, it also chose Dell EqualLogic PS6000XV storage area networks (SANs) and one Dell EqualLogic PS6000E SAN. These formed a key part of the solution, providing highly scalable virtualized iSCSI storage.

"By participating in a workshop with the Dell team, we were able to thoroughly understand the solution and ensure that it met our requirements," says Hoegh Bromer. The IT team collaborated with Dell to deploy the system.

Maintenance time reduced with virtualized estate

Dell worked closely with Danish Crown to create two new server rooms on two separate sites. As a result, eight factories now run from a virtualized, centralised IT infrastructure rather than relying on their own standalone servers. This has significantly improved maintenance for the IT team – in turn, saving time on routine tasks and freeing resources for strategic projects. "As well as fewer physical servers to run, we now

Technology in practice

Services

Dell Consulting Services
– Virtualization Readiness Assessment

Hardware

Dell™ PowerEdge™ R710 servers with Intel® Xeon® E5520 processors

Dell PowerConnect™ 6248 switches

Dell EqualLogic PS6000XV and PS6000E storage area networks

Software

VMware® vSphere™ 4 Enterprise Plus

have a standardised estate based on technology that's easy to manage," says Hoegh Bromer.

Danish Crown has also raised enterprise efficiency by reducing power and cooling across both datacentres.

Business growth supported with faster IT expansion

"We can now deploy a virtual machine in less than a day, compared to the one or two weeks it took in the past to order and configure a physical server. This is vital for a fast-growing company like us," says Hoegh Bromer.

In addition, the Dell EqualLogic SANs are equally scalable, with peer provisioning giving instant pools of virtual storage to accommodate peaks in demand. And if the IT team needs to add arrays to the SAN, it can deploy them in a couple of hours.

Uptime maximised for round-the-clock production

Continuous availability is essential for Danish Crown. "We need our data to be protected and systems to be available to staff 24/7. One hour's loss of production costs around DKK500,000 (£60,000). But with our virtualized system, we're protected against that," says Hoegh Bromer.

In addition to the high level of data protection provided by the Dell EqualLogic technology, VMware gives the team the tools to carry out repairs without scheduling downtime. This is invaluable in an industry that demands round-the-clock operation and strict delivery deadlines. Hoegh Bromer says: "Our staff can't keep the supply chain running smoothly without consistent access to line-of-business systems such as email and enterprise resource planning software. VMware vMotion supports this by enabling us to migrate virtual machines between live servers so that we can conduct maintenance with no downtime."

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