COCA-COLA | PROBLEM SOLVED

The Coca-Cola Central Bottling Co. (CBC) of Israel installed two HCI systems—one DMZ unit and another for its dairy production plant–to reduce latency and guarantee performance. Building on that success, the CBC installed a third system to handle its Citrix VDI needs.

Coca-Cola Central Bottling Co. Improves Efficiency and Performance with HCI

The Coca-Cola Central Bottling Co. (CBC) installed two NetApp HCI systems–one at their DMZ center and another at their dairy plant– enabling the company to respond quickly to market changes and customer demands. Drastically cutting the CBC's data center footprint, HCI enhances performance, improves efficiency, and slashes costs to help the company meet the needs of its rapidly growing markets. After a short time, the CBC installed a third HCI system for Citrix VDI workloads.

50%
Hardware and electricity cost savings

90%
Footprint reduction

27x
Higher efficiency

1-2-
Day system deployment

GUARANTEED PERFORMANCE

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"Soon after NetApp introduced HCI, I had the chance to see it at work in a lab setting, and immediately decided that it was exactly what we needed."

Luciano Ludwig
Former Senior IT Systems Solution Architect, CBC

The CBC is the number one beverage producer in Israel. In addition to Coca-Cola branded soft drinks, the CBC manufactures a range of alcoholic and non-alcoholic beverages. The company also owns several food-manufacturing plants, including Tara, Israel's largest dairy producer. The CBC maintains an extensive distribution network that ensures on-time and on-spec delivery of its high-quality products to tens of thousands of retailers throughout the country.

As Israel's beverage and dairy sectors continued to expand and become more competitive, the CBC recognized that its compute and storage systems were preventing a rapid reaction to market changes and customer requirements. "Our servers at our production plant kept on falling and our daily backup and restore capabilities were ineffective due to extremely high latency," says Luciano Ludwig, former senior IT systems solution architect for CBC.

"This combination slowed down not only our application development, but also our manufacturing and distribution activities. We spent a year or two looking for hyperconverged technologies that could help us become more efficient and agile. After checking out several vendors and even starting a pilot with one, we still felt that we didn't have the right answer. Soon after NetApp introduced HCI, however, I had the chance to see it at work in a lab setting, and immediately decided that it was exactly what we needed."

The CBC was so impressed with NetApp® HCI that it ordered two systems to simplify and automate its virtualized workloads and build a suitable cloud-based infrastructure. The first system was for the CBC's customer-facing DMZ unit, the second for Tara's production plant.

"All of our customer engagement–be it ordering, billing, payments–is done through the DMZ, so it's essential that it operates 24/7 throughout the year," Ludwig says. "At the same time, to keep up with growing customer demand for our dairy products, the Tara plant needs to function round-the-clock, otherwise, we'll suffer losses."

INSTALLING THE SYSTEM IS A BREEZE

Over one weekend in March, NetApp installed the HCI system, comprised of 4 H500S storage nodes and 4 H700E compute nodes, at Tara's data center in the south of the country. The following weekend, NetApp did the same for the DMZ data center in the north, this time installing 4 H500S storage nodes and 2 H700E compute nodes.

"Getting the systems installed and up and running was a breeze," Ludwig says. "It took us just one hour to configure everything, and then we plugged the HCI into our VMWare environment and it's been working flawlessly ever since. Everything within our data centers–SQL, Exchange, SAP, databases–integrates into HCI, and system management is automated and simple. For us, it was set it and forget it."

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LOWERING LATENCY TO DELIVER GUARANTEED PERFORMANCE

The greatest impact that NetApp HCI has had on the CBC's data centers is guaranteed performance, which touches not only the company's 250 VMs and 3,000 users, but also tens of thousands of customers. "Our previous system's performance was poor, and it was affecting our operations and customer interaction," Ludwig says. "After we installed HCI, all of our performance issues disappeared.

"Our biggest problem, latency, dropped drastically from 120 milliseconds to 1 millisecond, IOPS increased to 50,000, and system uptime reached 100%. We can restore with NetApp's SnapShot in minutes rather than hours. We generate production reports within hours rather than a day. And we fully utilize our VM environment. If anything, now our system is over-performing, and we can grow without thinking twice about it."

Because of the CBC's initial success with the first two NetApp HCI systems, the company installed a third system to improve the performance of its Citrix virtual desktop infrastructure (VDI) workloads. The CBC's 6,000 internal Citrix users were experiencing 20-second wait times for completion of VDI tasks. NetApp HCI performance reduced the wait time by more than half.

REDUCING FOOTPRINT BY 90%

HCI has also led to a significant reduction in footprint at the CBC's data centers. "Before HCI, we had two rack cages comprised of two server enclosures of 8u, an additional two storage nodes plus shelving of 6u," Ludwig says. "With HCI, we've been able to put everything into one rack cage of 4u. As such, we've been to slash our footprint from 42u to 4u."

And when it comes to storing efficiency, HCI has done the job. Each HCI system includes a 20TB storage system that enables provisioning of 25-30TB at an effective capacity of over 260TB. By improving thin provisioning, deduplication and compression efficiency, HCI delivers 27 times better overall efficiency at each data center.

CUTTING HARDWARE COSTS BY 50%

The CBC has also enjoyed significant cost savings since the arrival of NetApp HCI. "We've reduced our hardware and electricity costs by 50%, and have also cut down on licensing costs," Ludwig says. "Moreover, since the system is automated and easy to use, I don't have to allocate any manpower to ensure that things are working, that daily backup reports are being produced. Now the staff can focus on what they're good at, rather than addressing the continuous bottlenecks and problems we had been experiencing."

Even though the CBC has required little to no support from NetApp

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since installing HCI, Ludwig can't say enough about how the company has been much more than a typical vendor, or for that matter, a typical partner.

"It's hard for me to explain just how much NetApp means to us," he says. "From our first discussions about HCI until today, NetApp personnel have treated us like family. Unlike other vendors, NetApp speaks with actions, not words. They've delivered on every promise they made. They've created a special bond by working together with us to determine what's right for both sides. And if I ever have a question or need something done,

there's always someone available, regardless of the time of day."

UPGRADING AND EXPANDING INTO THE FUTURE

Testifying to the CBC's satisfaction with NetApp HCI, Ludwig has big plans for both the short and long term. "My long-term note is to separate out each environment—be it development, application delivery, or other system—add thousands of VMs to that chunk and connect it to a dedicated HCI."

As a company committed to maintaining a leadership position and ensuring that its customers enjoy the best possible experience,

the CBC can't imagine life without NetApp HCI. "HCI is the top enterprise solution out there," Ludwig says. "It's helping us move forward and redefine our data centers. And it gives me the peace of mind and confidence I need to make sure that our customers continue to be satisfied, and that we continue to be the market's number one beverage provider."

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