

SUCCESS STORY
MANUFACTURING
AND ENGINEERING



COCA-COLA | PROBLEM SOLVED

The Central Bottling Co., Israel's largest beverage provider, installed two HCI systems – one DMZ unit and another for its dairy production plant – to reduce latency and guarantee performance.

Central Bottling Co. improves efficiency and performance with external and internal HCI systems

The Central Bottling Co. (CBC) installs 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. With plans to upgrade and expand HCI across the company, the CBC recognizes the value that the NetApp system offers in helping the company maintain its position as Israel's leading beverage provider.

50%

Hardware and electricity cost savings

90%

Footprint reduction

27x

Higher efficiency

1-2-

Day system deployment

GUARANTEED PERFORMANCE

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 **NetApp®**

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Luciano Ludwig
Senior IT Systems Solution Architect, CBC

The Central Bottling Co. (CBC) is the number one beverage producer in Israel. The CBC manufactures Coca-Cola branded soft drinks and a wide range of alcoholic and non-alcoholic beverages. In addition, the company owns several food-manufacturing plants, including Tara, Israel's second-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, 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 hyper converged 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.”

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."

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 20-terabyte storage system that enables provisioning of 25-30 terabytes at an effective capacity of over 260 terabytes. 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 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."

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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. "Since HCI enables me to scale up in a flexible and risk-free manner, I've already looked into upgrading the two systems with additional compute and storage nodes next year. In addition, my long-term hope 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 beverage provider."

SOLUTION COMPONENTS NETAPP PRODUCTS

NetApp HCI

- 8 X H500S Storage nodes
- 6 X H700E Compute nodes

ONTAP Select 2TB Premium license

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