

Global Automotive Manufacturer Reduces Data Footprint with Real-time Compression

The Challenge

As both the number of models and the complexity of new vehicles continue to increase, the data footprint required to support design and production activities for automotive manufacturers continues to rapidly increase. At the same time, continual budget pressures require IT organizations to meet these growing storage requirements while effectively containing costs.

IBM Storwize Real-time Data Compression

IBM Storwize uses real-time data compression to reduce storage utilization by up to 80 percent without performance degradation. This enables companies to dramatically increase storage efficiencies of their existing infrastructure.

Compressing the data at the point of origin triggers a cascading effect of multiple savings across the entire information life-cycle. As less data is initially written to storage - snapshots, replications, backup and restore related operations all benefit from the initial capacity reduction and perform better. IBM Storwize extends the life of data center infrastructures and dramatically reduces power, cooling, and management overhead.

Compelling Results for Automotive Manufacturers

IBM Storwize solutions deliver compelling benefits for data-intensive applications, such as Product Lifecycle Management (PLM) solutions. Engineering, design, and production teams use IBM Storwize with the leading PLM solutions to substantially increase storage efficiencies of their existing infrastructure, including reducing bandwidth requirements.

In addition to enhancing PLM environments, IBM Storwize appliances deliver compelling results for a range of Enterprise and back-office applications which are also used by automotive manufacturers:

- Oracle-based line-of-business applications
- Home Directories for back-office data
- Server consolidation with VMware®

No Compromises!

Automotive manufacturers highly value the ability to increase storage efficiencies of existing infrastructure and associated costs, but only if there are no impacts in design quality or to time-to-market for new products. IBM Storwize delivers dramatic results to automotive manufacturers without compromise.

Random Access Compression Engine Architecture - RACE

IBM Storwize's patented Random Access Compression Engine (RACE) Architecture provides real time and random access to data without performance degradation. RACE uses industry-standard lossless compression algorithms to optimize storage capacity that yields file-size reductions by up to 80 percent without impacting performance or data integrity.

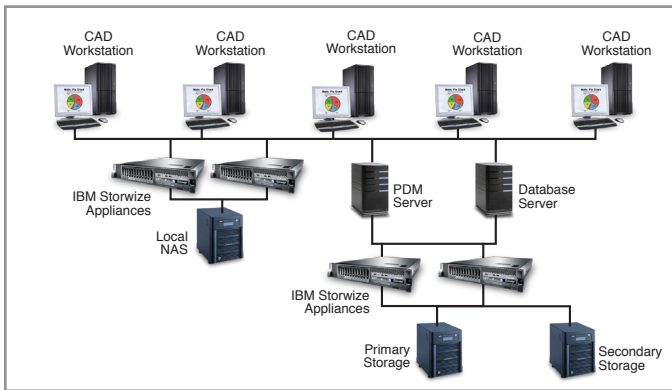
Leading Automotive Manufacturer

A leading global automotive manufacturer was facing an infrastructure upgrade for mechanical CAD systems, as a result of having to keep up with increasing storage capacity requirements.

The company deployed IBM Storwize real-time compression solutions and reported the following benefits

- Reduced data footprint for design data from over 300TB, to roughly 100TB
- Millions of dollars in cost reductions by increasing the existing storage infrastructure efficiency.
- Dramatically reduced CPU utilization on the storage system
- IBM Storwize solutions transparently integrated with existing PLM solution

Example: PLM Infrastructure with IBM Storwize



IBM Storwize Real-time Data Compression Appliances transparently fit within the manufacturing workflow infrastructure without changes to systems, storage, applications, or processes.

Operational Assurance

IBM Storwize provides the industry's best defense against data integrity issues; multiple data integrity checks insure data is constantly verified and re-verified. IBM Storwize maintains all data within the file so your data is never vulnerable and is supported by your existing backup schemes. All IBM Storwize appliances include an automatic call-home system which provides support notification on complete system status. This transparent data collection and reporting enables proactive support and service without administrator intervention, further simplifying management.

High Availability

IBM Storwize appliances are fully redundant components and deploys seamlessly into high-availability environments. Enhanced monitoring enables greater visibility into high availability environments.

Simple Deployment

IBM Storwize systems are very simple to install and manage resulting in lower administrative and operational costs. The solution is qualified with all leading NAS vendor solutions and easily integrates into the existing storage infrastructure transparently without any changes to storage, application, server, or end-user environments. This means IBM Storwize appliances are much simpler to deploy than the costly, complex, and time-intensive planning and implementation process required to deploy additional storage capacity.

Green Storage

Because of the significant data optimization and enhanced overall operational efficiency, less capacity is required throughout the data life cycle reducing your physical data footprint and floor space requirements and making your storage infrastructure more energy efficient because they require less power and cooling.

IBM Storwize Benefits

- Better Storage Utilization
 - Reduces existing storage utilization by up to 80%
 - Real time without performance degradation
 - Significant reductions in storage CPU & disk utilization and increases in the effective storage cache size
- Lowers Capital and Operational Costs
 - Slows the growth of storage acquisition
 - Storage agnostic
 - Reduces the amount of storage to be managed throughout the life cycle
 - Easy, transparent deployment
- Proven Technology
 - Based on Lempel-Ziv (LZ) data compression
 - 35 patents issued/pending
 - Hundreds of customers
- Better Energy Efficiency
 - Less to store, power and cool

About IBM Storwize

IBM Storwize provides on-line storage optimization through real-time data compression, delivering dramatic cost reduction without performance degradation. IBM Storwize appliances transparently compress storage by up to 80 percent without changes in performance, storage, applications, networks, or processes. IBM Storwize helps slow the growth of storage acquisition and related storage life-cycle costs, including reducing the amount of storage to be managed, powered and cooled. IBM Storwize, optimize without compromise.

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