



Manufacturer improves performance with upgrade

BELLMER in Germany drives growth through increasing productivity among design engineers by 35 per cent and ensuring executives gain business reports 40 per cent faster



Customer profile



Gepr. 1842

BELLMER

Company	BELLMER
Industry	Manufacturing
Country	Germany
Employees	450
Website	www.bellmer.de

Business need

BELLMER looked to drive productivity and growth by upgrading its IT backbone and updating its existing server, storage and networking technology.

Solution

The company worked with Dell Partner abtis to deploy a Dell solution, featuring Dell™ PowerEdge™ servers, Dell PowerVault™ storage and Dell PowerConnect™ switches, backed by Dell support services.

Benefits

- Design engineers increase productivity by 35 per cent, boosting service
- Business saves up to €100,000 a year and optimises competitiveness
- Executives gain reports 40 per cent faster for smarter decision making
- Personnel increase productivity, with server restarts in minutes
- Staff face less disruption with full backups in hours instead of days

Solutions featured

- [Backup and Recovery](#)
- [Data Center Virtualization](#)
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- [Support Services](#)

“Now, I can complete a full data backup with our Dell virtualized server environment in just 18 hours – before, it used to take weeks.”

Uwe Hatlapatka, IT Manager, BELLMER

BELLMER – headquartered in Niefern, Germany, and with eight additional locations – is a leading manufacturer of paper production machinery and equipment.

Established in 1842, originally as a paper mill, the business is owned by the Kollmar family, members of which have managed the organisation for six generations. It has customers around the world, and the BELLMER Group operates in both China and Spain.

The company believes in continued development, regularly investing in its personnel and systems, not least in the IT that helps staff maximise their productivity and performance. It was to this belief in the power of IT that the company looked to upgrade its entire IT platform. Its existing infrastructure of servers, storage and switches no longer offered the capacity for continued growth. Uwe Hatlapatka, IT Manager at BELLMER, says: "Our existing IT was reaching full capacity. We were running out of space on our EMC storage and the speed of the hardware and network were no longer sufficient for our needs."

Design engineers lose productivity, costing the business thousands of euros

The performance of the company's computer-aided design (CAD) teams was significantly affected by the lack of hardware speed and network bandwidth. They regularly faced downtime, which in turn threatened project schedules and increased costs. Hatlapatka says: "Due to the lack of speed, CAD engineers needed six minutes to open a 15-megabyte drawing. And whenever a system failed, our 60 design engineers would have to stop work. A failure of two hours could cost up to €60,000."

BELLMER chooses trusted IT partner for solution and support

The company's first objective was to upgrade its IT backbone. The plan was to switch the network from copper lines to fibre-optic cable and then migrate the existing IT infrastructure to a more advanced solution. BELLMER didn't lose time in finding the right IT partner to support both projects. It turned to its long-standing IT solution provider and Dell Partner abtis. Hatlapatka says: "We have a good relationship with abtis – one that's built on trust. Whenever we work with abtis, we receive responsive service backed by IT expertise." Another reason for

35%

Increase in productivity for design engineers



Executives gain reports 40 per cent faster for smarter decision making

Technology at work

Services

Dell Support Services
– Dell ProSupport™ with Mission Critical

Hardware

Dell™ PowerEdge™ R720 servers with Intel® Xeon® processors E5-2670

Dell PowerVault™ MD3600f/MD1210/MD1220 storage arrays

Dell PowerVault TL2000 tape library

Dell PowerConnect™ 6248 and 8024F switches

Software

VMware® vSphere™

Dell vRanger



choosing abtis was its Dell Partner status. The BELLMER IT infrastructure included Dell technology and Hatlapatka was keen to upgrade the entire IT platform with Dell solutions. "One of the advantages of working with abtis is that I can tell our account team what I'm looking for and it will go away and design a complete solution. The personnel at abtis know how to get the best out of Dell solutions. They know that when you develop a complete infrastructure on Dell you gain more than the sum of the individual solutions," says Hatlapatka.

Business completes IT migration in six weeks

A team from abtis – which is Dell-accredited for servers, storage, networking, security, the cloud and the Dell KACE Family of Systems Management Appliances – began designing the infrastructure. The process ran smoothly, thanks largely to the partner's experience with Dell solutions. Personnel from abtis regularly attend events to learn about the latest Dell technology and trial servers, storage and networking switches so they can develop their expertise in all of Dell's product lines. Based on data supplied by Hatlapatka, abtis created an IT infrastructure to meet the needs of the business for years to come. It took just five weeks to move from the initial plans to implementation, and the Dell Partner successfully completed the IT upgrade in less than six weeks. "I think our IT migration was successful because of the close collaboration between Dell and abtis," says Hatlapatka. "We felt as though we were well looked after by both, and believed a solution from Dell would meet our business needs."

Design engineers open files in seconds – boosting productivity by 35 per cent

Today, CAD engineers have increased their productivity, helping the business meet tight deadlines and deliver better service to customers. It now takes just seconds to open large design files, which means design engineers can get on with their work without

delays. The increased speed is the result of upgrading the network to fast fibre-optic cables with Dell™ PowerConnect™ 8024F 10 Gigabit Ethernet switches and updating the IT infrastructure with solutions such as 12th-generation Dell PowerEdge™ R720 servers with 256 gigabytes of RAM and Intel® Xeon® processors. The servers, which are virtualized using VMware® vSphere™ server software, deliver the performance for design engineers to gain the most from their CAD-based software applications. Hatlapatka says: "Our CAD engineers get a much improved work experience with our virtualized Dell PowerEdge servers. They can open a 15-megabyte file in three seconds, whereas before it took up to six minutes. They've increased productivity by around 35 per cent, ensuring that we keep projects on track and customers happy."

Personnel maximise productivity with server restarts in minutes

It's not just increased processing power that's helping personnel work more efficiently. Because the servers are designed to accelerate server deployment, save administration time and simplify everyday tasks, end users gain a better service. "I spend a lot less time working with the servers, which means we've increased availability. For example, I may spend one hour on routine maintenance of my Dell PowerEdge servers when I used to spend up to five hours administering our servers," says Hatlapatka. "In short, there's less chance of people being affected by slowdowns and they can continue working efficiently." Server restart times are also much improved. "I can restart my servers in six minutes, whereas before it could take up to 20 minutes. This is a time saving that will deliver greater productivity across the company," says Hatlapatka.

End users are guaranteed IT service development with testing facilities

Over time, staff will see continued improvements to their IT service, helping them increase efficiency further. Now, the IT team has enough capacity to launch test environments

for new services and software. And, in the long run, it will enable them to enhance the company's IT far more quickly. Hatlapatka says: "In the past, I simply couldn't set up test servers because I had no capacity. With our virtualized Dell PowerEdge servers, it's a different story. We have the capacity to be innovative – we have the processing performance and memory to launch many virtual servers and hence develop new services for end users faster than before."

Staff face less disruption, with full backups in hours instead of days

BELLMER has also gained better IT performance by replacing its EMC storage array. In its place, the company deployed two Dell PowerVault™ MD3600f fibre-channel arrays along with two Dell PowerVault MD1210 and MD1220 storage arrays, each with Dell vRanger software for business continuity and redundancy. A Dell PowerVault TL2000 tape library offers reliable long-term storage. The Dell PowerVault arrays ensure high-speed storage for the company's virtual machines and space for up to 12 Serial Attached SCSI (SAS) drives or near-line SAS drives. Hatlapatka says: "We are more efficient because the Dell arrays are really easy to manage and integrate tightly with our VMware environment. Now, I can complete a full data backup with our Dell virtualized server environment in just 18 hours – before, it used to take weeks."

Business maximises uptime, saving up to €100,000 a year

The company also implemented Dell PowerConnect 6248 and 8024F switches to manage network traffic. "With the upgrade to a new, high-speed fibre-optic backbone and high performance connectivity to the new servers and arrays, we needed switches to deliver the bandwidth while being easy to deploy and manage," says Hatlapatka. "The Dell PowerConnect 8024F 10 Gigabit switches provided the power required to drive large files and data efficiently across the backbone while the PowerConnect 6248 switches delivered the end-to-

end connectivity for all the remaining systems. With the upgraded network and simplified deployment, we have significantly reduced IT staff time and effort while adding bandwidth and capacity for continued business growth." Together, the Dell servers, storage and switches provide BELLMER with a highly available IT infrastructure that can meet the business needs of the company today and tomorrow. Hatlapatka says: "We no longer face periods of downtime now that our Dell solution is in place. We're saving around €100,000 a year in lost productivity, ensuring that we stay competitive in our market. Data traffic is well controlled and the Dell PowerEdge switches are quick and reliable," he says.

Executives access reports 40 per cent faster for better decision making

Senior personnel can work more effectively with the Dell solution because they access key business data much faster. With improved server, storage and networking performance, executives receive reports from the company's enterprise resource planning solution in just a few minutes. Hatlapatka says: "Business decision makers at BELLMER access reports 40 per cent faster using our Dell solution. It means they have the data they need when they need it – and can make smarter business choices to help drive growth."

Business ensures great IT performance with responsive support

To protect its investment, BELLMER works with Dell support services. Specifically, it chose Dell ProSupport™ with Mission Critical, providing four-hour on-site support. The Dell solution has proved reliable, with the IT team making only minor requests to the Dell ProSupport team for non-critical assistance. Hatlapatka says: "Support services are not something companies can afford to overlook when deciding on an IT partner. We choose to work with abtis and Dell ProSupport because their responsiveness has always been better than their competitors. We've worked with HP, but we prefer Dell support services."



Business saves up to €100,000 a year and optimises competitiveness



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