



# MICROWARE'S SUCCESS CASE

**CLIENT:**  
Ortobom

**SEGMENT:**  
Industry

**BUSINESS AREA:**  
Datacenter

**REQUEST:**  
The company sought greater communication and integration between factories and franchises.

**SOLUTION:**  
Was handed a whole Datacenter's structure that would allow a greater data traffic and the availability of these.

**CONQUESTS:**

- Storage and sharing the generated data throughout the company;
- Data transfer with greater speed between different points of the company;
- Virtualized environment providing greater access resources, replacement and management;

## GREATER INTEGRATION AND DATA FLOW ENSURES RESULTS

*Ortobom acquires management and data sharing thanks to the Datacenter solution, provided for their factories and franchises throughout Brazil.*



**I do not manage machines  
anymore. I manage  
resources**



Urubatan Neto  
ICT Manager



### **Creating a unit**

For a large company it is essential that there is a constant flow of data between all the contents of its operating structure. When there are some difficult for this information transition, the company ends up losing important business opportunities and growth.

The Ortobom, market leader company of manufacturing and technology of mattresses in Brazil since 1975, has several factories across Brazil and nearly 2.000 stores. One difficulty faced by the company was the integration of data net so wide and with so many points to be managed.

The company, aware of its role in the domestic market, and desiring to improve their services, sought his partner in ICT solutions, the company Microware. With tradition, proven competence and experience, Microware has the expertise that Ortobom needs, for their ICT requirements.

### **Integration to generate results**

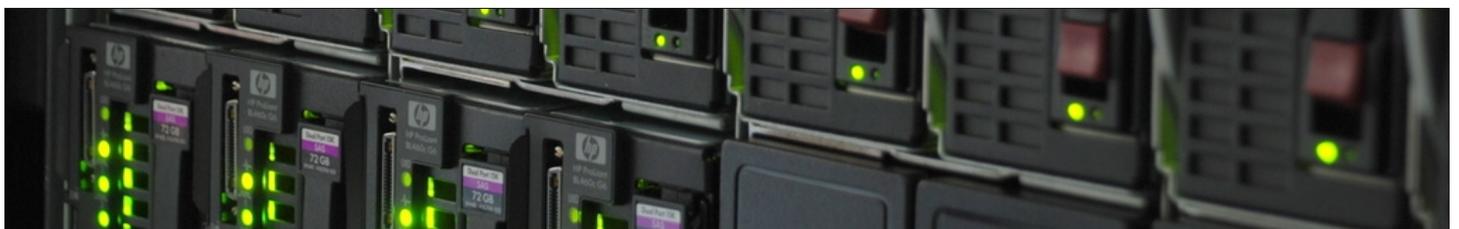
When starting the project of development of the solution, the main issue discussed was: How to store and share the large number of data generated between the different units of the company, so that everyone has access to the information, optimizing the processes?

Microware presented a solution to the area of Datacenter of Ortobom to integrate the flow of data between their franchises. That would generate greater visibility of available resources, information about the stocks of factories and greater control of purchases and sales data.

The first step was to consider the elements to compose the solution. Were selected the best manufacturers of ICT segment as HP, Cisco, NetApp, VMware and Oracle, all of them partners of Microware, to integrate the service. The first step was the creation of a pilot, to being developed and implemented in one factory of the client, for testing and analysis. If approved, the next step was to extend the solution and reach all structure of the company.

### **Consolidate to gain**

Microware handed to Ortobom a complete solution for Datacenter consolidation consisting of: HP servers, storage NetApp, VMware virtualization, Cisco switches and Oracle database.





## **HP**

The servers used in the solution, were the HP c7000 BladeSystem. The enclosure c7000 BladeSystem holds up to 16 servers or expansion blades plus redundant network and storage interconnect. It includes a shared, multi-terabit high-speed mid-plane for wire-once connectivity of server blades to network and shared storage.

Power is delivered through a pooled power backplane that ensures the full capacity of the redundant hot-plug power supplies is available to all blades.

The c7000 BladeSystem enclosure provides the following benefits:

- With the management of local and remote hardware integrated through the solution, a full box can be managed as easily as a server.
- Scalable: Management and interconnected network extend scalability beyond a single enclosure, allowing resources to be gathered and shared work among multiple enclosures.
- Investment protection: Accommodation of multiple servers and network projects in a single enclosure.
- Lower cost per server compared with rack-mounted servers.
- Lower power consumption compared with rack-mounted servers.
- Airflow requirements minor compared with rack-mounted servers.

## **Vmware**

With VMware, the part of the virtualization solution. Use the VMsphere 5. VMware vCenter Site Recovery Manager is the primary tool for you to build, manage and perform reliable business continuity plans for the virtual environment. Making the most of the encapsulation and isolation of virtual machines, the Site Recovery Manager enables simplified the automation of business continuity. In this article, we will provide an overview of the new features of the site of 5.0 Recovery Manager

VSphere offers the following key features for improved the business continuity:

- Consolidation: The hardware infrastructure can be consolidated on places of production and failover to reduce the costs. The recovery hardware can also be used to run low-priority workloads, including test and development environments.
- Independence of hardware: Virtual machines are completely independent from their underlying physical hardware. The organizations can use older hardware or cheaper in the failover site to reduce the costs.
- Encapsulation: In vSphere, the entire system system — including operating system, applications, and data — is encapsulated as a set of virtual machine files. Replicating these files for the failover site, the whole system can be recovered in a fast process of a single step, accelerating the typical recovery time from an average of 40 hours to an hour or less.

## **NetApp**

NetApp has integrated the solution with Storages FAS3240. The new series NetApp FAS3200 allows using flash memory and clustering to improve performance and agility.

The new management platforms and data storage, NetApp<sup>®</sup> offer a greater performance of up to 80%, the 100% more capacity, non-disruptive operations and better storage efficiency in the sector. This means that leaves nothing to be desired in performance or value. With a new processor and new memory architecture, FAS3200 systems are more powerful than ever .



They offer unprecedented compatibility with flashes and business groups in business cluster, which allows the data to build an agile infrastructure that adapts easily to support any combination of application workloads without increasing complexity.

- The new series FAS3200
- It combines high-performance hardware with the trusted OS NetApp Data ONTAP®, world's first choice in storage architecture.
- Enhances the leading applications with up to 2 TB of high-speed flash memory.
- Is compatible with Data ONTAP in cluster, so that it can expand without problems of 2-24 knots.
- Reduces storage requirements from the first day through the NetApp storage efficiency, industry leader.
- Use 50% less storage in virtual environments, (guaranteed).
- Eliminate planned downtime and operating expenses through non-stop operations for hardware and software upgrades, and transparent load-balancing.

### Cisco

With Cisco switches, data redundancy is the most important element of your network. The SGE2000, starting from the stackable Cisco Small Business Switches, plays the role of maintaining its main data safe. It supports a wide variety of features, including dual firmware images and redundant stacking to maximize system availability.

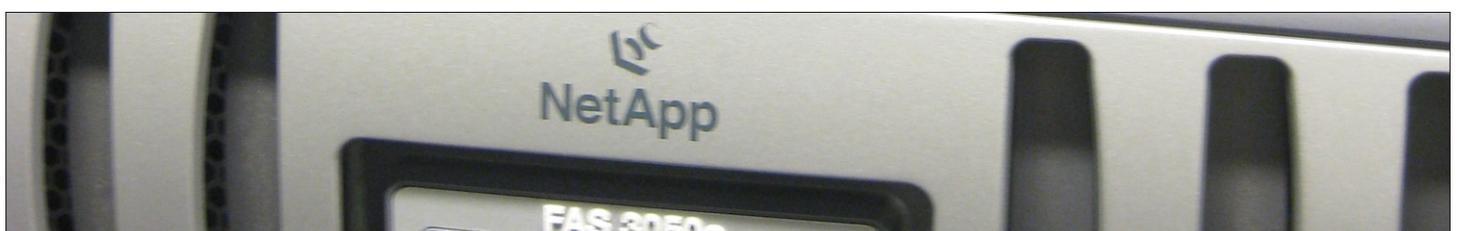
The 24-port Gigabit Ethernet switch is designed for high throughput, and included the quality of service (QoS) that prioritizes your applications for maximum performance. In addition, the SGE2000 keeps data safe using a variety of access, authentication and filtering methods.

The additional resources of the Gigabit Switch SGE2000 include:

- The non-blocking switching capacity of 48 Gbps;
- Four gigabit SFP slots additional, for expansion of the network;
- Supporting up to 256 VLANs port-e 802.1q-based;
- Limited lifetime warranty with one year of technical support and free software patches;

### Oracle

The Oracle Database 11g Standard Edition One is a full database and affordable for servers with up to two sockets. It provides enterprise-class performance and security. It's simple to manage and can easily accompany the increased demand. Is ascending and also compatible with database editions and can easily grow with the company, protecting the investment.



Oracle brings the following benefits, among many:

- Start with low entry cost of \$ 180 per user (minimum 5 users);
- Support all business applications with enterprise-class performance, security, availability and scalability;
- Runs on Windows, Linux and Unix operating systems and managed easily with automated self-management capacities;
- Simplify the development of applications with Oracle Application Express, Oracle SQL Developer and Oracle Data Access Components for Windows.

### Unity is strength

The benefits of the new solution were noted immediately by the ICT team of Ortobom.

The new structure allowed that there was a migration of data to the system Microsiga, which also made it possible for branches and factories could share data and information, according to its permissions. There was also an increase of speed and operation of the company database.

What was once performed manually, such as calculations and billing of franchises, was automated through the shared access Microsiga. Thus, the decision-making process has acquired greater dynamism thanks to better management and availability of information and data.

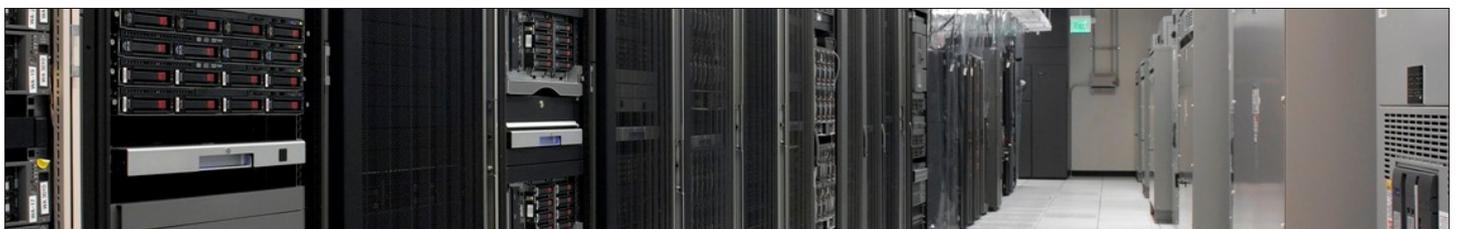
The Datacenter virtualization allowed technical repairs in virtual environments and much faster. What before could take up to two hours, as the replacement of a computer, now takes a few minutes in the virtual environment. The server consolidation also generated cost savings with equipment.

Capabilities for long-distance monitoring of equipment, servers and Datacenters, allowed the company to optimize time and resources of their technical staff. Travels and visits that consume days and working hours are now made of own central taking a few minutes and simple taps on the keyboard.

At the end of the trial period the obtained result was better than expected. Spaces not provided for in the Pool were managed more efficiently, so that even the company's Web server went on to be integrated into the solution. It is estimated that the resources have been optimized in up to 10x their capacity. The next step is implementation, already started, in ten other factories of the company. And in the medium term, reach the rest of facilities of Ortobom.

In the words of the ICT Manager of Ortobom, Urubatan Neto: "Now, I do not manage machines, I manage resources". "I can grow with tranquility, without taking up my machinery," says the Manager of TIC, about the scalability provided by the solution.

About the service provided by Microware, Urubatan Neto says: "The Microware is part of my team." The Ortobom secured a custom solution and targeted specifically to their needs. "The solution brought tranquility and use flexibility", according to the Director of ICT of the company. "I don't feel client. I'm a friend of Microware team".





## ABOUT MICROWARE

Our mission is to excel in providing I.T. solutions for business and organizations objectively, securely, and in a creative way. We are specialists in supporting companies to develop and implement effective I.T. project.

We strive to be the best technology architect, applying it intelligently to your business needs. This way we help you focus on your priorities and contribute to the expansion, to the productivity improvement, to the reduction of total costs and to the mitigation of risks of your business.

We specialize in the areas of Datacenter, Networking, Workplace, Imaging and Printing and Professional Services. We have one of the best trained team of professionals in Brazil, able to identify needs and align investments with business goals. Our work also counts with and is supported by the main global I.T. developers, manufacturers and providers.

Established in 1984, we are located in São Paulo and Rio de Janeiro, with sales forces, service centers and distribution centers covering the entire Brazilian territory. We are also a member of global networks of I.T. solution providers, and through them we help our clients with their international expansion.

We operate under a total quality system certified by the ISO:9001 standard, having our processes and procedures regularly audited, and therefore enhancing the consistency and reliability of projects developed and services rendered.

### And You?

**Does your business spend energy in right activities and actions that brings benefits to your company?**

The Microware is available to support you on your demand of  
Information Technology and Communication solutions

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