

Case Study

Morphy Richards

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Trevor Burrows, Supply Chain & Systems Director, Morphy Richards



The customer

Founded in 1936, Morphy Richards is one of the UK’s leading designer and producer of small format household appliances.

The challenge

As a company that depends on manufacturing in the Far East and extensive research and development at home, technology is firmly embedded in all Morphy Richards’ activities. However, its existing estate of 20+ servers were outdated and no longer fit for purpose. It wanted to find a new technology platform that could scale with the company and ensure maximum availability.

“When it comes to our products, we invest in innovation and like to stay ahead of the curve but our back office IT infrastructure no longer reflected that,” explains Trevor Burrows, Supply Chain & Systems Director, Morphy Richards. “Over the years, we had amassed a collection of servers that supported key business functions but was ageing and vulnerable.”

The company believed that moving to a virtualised environment would be the best solution, providing the necessary uptime and resilience, combined with streamlined management. The next step was to find the right partner to deliver the solution. Morphy Richards consulted its local IT reseller, Q-Tron, for advice, who recommended talking to Fujitsu.

“Fujitsu had dug us out of a hole in the past when floods wrecked our offices and destroyed equipment by being able to provide 150 new PCs by the end of the day,” says Burrows. “And, although we haven’t engaged with it from an infrastructure perspective before, we were keen to find out what Fujitsu could offer in the virtualised field.”

The solution

Fujitsu suggested its Integrated System PRIMEFLEX® vShape 25 HA, a complete virtualisation solution that integrates servers, storage, switches and software into one out-of-the-box package. The partnership between Fujitsu, VMware and Brocade removes the headaches associated with self-configuration and guarantees a tested and perfectly synchronised combination of technologies. By tailoring the solutions to the application’s requirements, Morphy Richards’ purchase cost, time to deploy and provisioning time are all considerably reduced.

The customer

Country: United Kingdom
Industry: Retail
Founded: 1936
Employees: 200+
Website: www.morphyrichards.co.uk



The challenge

Morphy Richards wanted to replace its outdated server farm with a more flexible solution that would provide scalability and high availability to its 200+ users.

The solution

Local IT reseller Q-Tron suggested speaking to Fujitsu, which recommended its PRIMEFLEX vShape virtualised environment. This integrates servers, storage and switches along with virtualisation software in one package.

The benefit

- In-built disaster recovery capability and maximum availability so there is never any downtime
- Fujitsu vShape scales easily, with new applications provisioned in an instant, meaning it can grow as the company expands
- Consumes 50 per cent less energy than the previous servers, reducing costs
- Maintenance has been virtually eliminated, freeing up precious IT resources and reducing costs by 40 per cent
- Applications perform better, increasing user productivity

"It's pretested and preconfigured so you have a guaranteed trouble-free installation, while it is also competitive on pricing. That made the decision to deploy PRIMEFLEX vShape incredibly easy," remarks Burrows. "Fujitsu also provided the support our local reseller needed for a total turnkey solution. We talked to the Fujitsu engineers and together came up with the best design for our needs."

Morphy Richards invested in two FUJITSU PRIMEFLEX vShape 25 systems, each of which consists of fully integrated FUJITSU Server PRIMERGY RX2450, ETERNUS Storage DX200 S3, Brocade ICS switches and VMware Hypervisor. These two mirrored solutions are located at the company's head office and main distribution site, providing full resilience and disaster recovery.

Morphy Richards then began the process of migrating over 20 critical applications to the new system, which now supports around 200 employees across both sites. As well as ensuring disaster recovery capability, both PRIMEFLEX vShape units act as live with the application load spread between them.

"Many installations have one live and one back-up but we wanted to have live systems on each which gives us added redundancy," adds Burrows.

The benefit

Morphy Richards now has a scalable, reliable IT platform on which to build its business. Minimal maintenance requirements save the company 40 per cent in costs while the new support contract is far more comprehensive, providing 24/7 coverage for five years for all hardware and software. It is also easy to provision new services with PRIMEFLEX vShape, meaning the company can be more responsive to changing demands.

Products and services

- 2 x FUJITSU Integrated System PRIMEFLEX® vShape 25 HA

"It's virtually maintenance-free which reduces the burden on my team while introducing new applications is simple. Basically, PRIMEFLEX vShape does the job we wanted with no complaint," continues Burrows. "It also consumes 50 per cent less energy than the previous server farm, which adds to the cost savings."

From a performance perspective, applications now run much faster, making users more productive. This is thanks to both the hardware and the fact that Morphy Richards took the migration as an opportunity to update many of its applications. Most, importantly is the disaster recovery capability which ensures that the company is ready for the unexpected.

"We cannot afford downtime so when we get hit by the unexpected, we need to be prepared. PRIMEFLEX vShape gives us that high availability," says Burrows. "Its scalability is also virtually unlimited with capacity easily added so it can grow and adapt to the business' demands."

Conclusion

Morphy Richards is well set to handle its IT infrastructure needs for years to come with a stable, resilient IT platform built on proven technologies. Following the success of this project, the company fully expects to work with Fujitsu again in the future.

"We have a lot of confidence now in Fujitsu as a strategic infrastructure partner which can complement our existing local IT reseller," concludes Burrows. "It has given us a solid base that has reduced energy costs, eliminated maintenance needs and increased performance while guaranteeing high availability. We can't ask for more."

"Fujitsu has such extensive capability as well as talent across the board. I think it's one of the industry's best kept secrets."

Trevor Burrows, Supply Chain & Systems Director, Morphy Richards

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