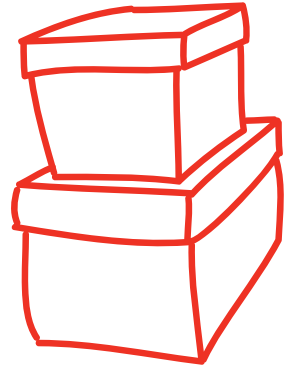


Mercury Marine Improves Storage and Resource Utilization with Help from Logicalis



Mercury Marine, a division of Brunswick Corporation of Lake Forest, Illinois, began as the Kiekhaefer Corporation of Cedarburg, Wisconsin. Carl Kiekhaefer and a small but dedicated staff of employees sought to design and produce the best possible boat engine. For more than 60 years now, Mercury has been providing the most advanced, powerful, and intelligent marine power in the world. It's the result of more than 40 years spent refining and re-engineering the world's best stern drives and inboards. It has been more than 40 years spent as the unquestioned technology, performance, and propulsion leader. This market leadership has resulted in fast growth that has kept Mercury Marine's information technology team moving at maximum speed.

Along this journey, Mercury Marine's storage environment has taken on significant growth of between 30 and 35 percent a year. "As a technology-driven company, our storage needs are significant," states Dave Schecher, Mercury Marine IT Strategic Planner. With several different types of storage and storage management systems, reliability, redundancy, and stability within the storage environment were becoming a challenge. With a diminishing window for change control, system outages were no longer acceptable to an industry leader requiring 24/7 availability.

Mercury Marine's storage environment consisted of several different storage and storage management systems such as SSA Disk, FastT, and DS family products. As the storage environment grew, so did the difficulty of managing it. "Our current environment crept up on us and was becoming difficult to manage," says Schecher. Mercury consulted with Logicalis to help find a way to reign in Mercury's current storage

environment and move away from the current reactive position. By creating a plan that helps better utilize resources, make better future storage decisions, and utilize newer technology, Mercury Marine is positioned for growth.

Logicalis completed a storage assessment of the current Mercury environment that supplied the information needed to start planning for the future. "We have found great success with our storage assessment," states Ken Rogers, Logicalis Sales Specialist. "It allows us to examine current and future needs and provides a plan to address them."

After completing the assessment, a joint team from Mercury, Logicalis, and IBM developed a flexible enterprise storage environment. The new environment implemented SVC software to replace all the disparate management systems. The storage hardware was refreshed with two DS6800, two DS4300, a Cisco switch, and 3592 tape. Mercury also plans to replace the three F20 ESS systems with DS8300.

Mercury is starting to realize significant benefits from the new, more efficient storage environment. "The biggest benefit is that storage management has been simplified through SVC software and reduced the number of hours we spend on storage management by up to 50 percent," says Schecher. "We have also seen an improvement of I/O throughput of up to 50 percent." Downtime has been significantly reduced with the redundancy that has been put in place. The new environment has provided financial ROI with reduced maintenance costs, allowing Mercury to refresh its storage hardware without an increase in the company's budget.

What can we do for your organization?

Contact Logicalis to learn how we can help you realize the benefits of smart IT solutions. Visit us on the Web at www.us.logicalis.com, or call 866-456-4422 today.