Global Retailer Upgrades Infrastructure, Capacity Across 668 Warehouse Locations With Denali White-Glove Service

An Overreliance on End-of-Life Hardware

Outdated infrastructure comes with a costly footprint and a premium price. Yet infrastructure upgrades can be disruptive to retail operations, causing some to put off needed changes.

This was the infrastructure challenge for a global wholesale retailer. The retailer's warehouse infrastructure hit its limits when legacy servers reached their end of life. The aging hardware not only was costly to operate and manage but also didn't scale as capacity needs increased during seasonal surges. Each warehouse had separate servers running applications, so the 405 U.S. warehouses each required eight or more x86 servers to deliver revenue-generating services.

This complex hardware-based infrastructure was prone to outages and difficult to manage. The retailer also wanted to reduce operational costs by moving applications from separate physical servers to virtual platforms that were more fault-tolerant and scalable.

An Upgrade to App Virtualization and Server Consolidation

The retailer turned to Denali for an infrastructure upgrade across 668 global warehouse locations, with white-glove service for design, configuration, packaging, storing, and shipping equipment nationally and internationally. The key to the infrastructure upgrade was converting warehouse applications from physical (single application per server) to virtual (many applications per server) provisioning to reduce hardware.

OVERVIEW

Challenge:

A multi-billion-dollar global wholesale retailer needed a mission-critical infrastructure upgrade rolled out across U.S. and international warehouse locations.

Solution:

Denali for the design, configuration, packaging, and shipping of Dell EMC Unity storage and Dell EMC servers from Denali facilities to roughly 668 global locations.

Results:

Denali's global logistics capabilities combined with white-glove service ensured the project was completed on spec, on time, and on budget.

Denali deployed Dell EMC Unity storage and Dell EMC servers for affordable, high-performance virtualization. This not only created a shared resource pool (compute, memory, and storage) to deliver more services but also lowered operational cost and complexity by reducing the hardware footprint. The white-glove services successfully deployed the equipment across the retailer's global locations within rollout deadlines.

Advantages of the Dell EMC Unity and Dell EMC server infrastructure upgrade included:

- **Server consolidation:** Elimination of server sprawl, reduced costs, improved utilization of capacity by consolidating servers with virtualization.

- **Storage virtualization:** Simplified storage provisioning, upgrades, backup, and recovery.

- **Application virtualization:** Accelerated application deployment, streamlined application migration, and improved user access to applications anywhere.

- **Simplified backup and recovery:** Reduced time and resources needed to protect and recover virtualized applications in the event of downtime or disaster.

Global Logistics and White-Glove Services Streamline Deployment

The ability of Denali to kit and configure infrastructure bundles and ship them on time to global locations at scale minimized disruption on the retailer's IT staff and warehouse operations. Denali's ability to configure, stage, and deliver the equipment to 668 warehouses across domestic and international locations was critical to the successful deployment.

Virtualization meant the retailer had less hardware to manage and could reduce infrastructure costs like power and cooling. The virtualized applications were more portable, so the retailer could deploy new warehouse services faster and with fewer disruptions. With the Dell EMC Unity and Dell EMC servers deployed, the retailer could stop overinvesting in legacy technology and boost IT ROI with state-of-the-art infrastructure designed for modern retail operations.

Shadow IT resources once trapped within hardware silos could finally be leveraged across a virtualized, consolidated environment. The IT staff was able to create a catalog of IT services that could be deployed across the enterprise. And because the virtualized services were fault-tolerant, the retailer was able to improve service delivery for its warehouse customers by operating with fewer disruptions to business transactions.

About Denali

Denali Advanced Integration delivers exceptional technology solutions and services powered by strategic experts and industry-leading partners to help guide our clients through the most complex IT challenges. Since 1992, Denali has been among the most trusted and prominent technology providers in North America.

Call 425.885.4000 to learn more about Denali for Dell EMC infrastructure solutions.

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