Pacific Star

Based in Guadalajara, Mexico, Pacific Star is a leading food service distributor – offering logistics services for the food industry. Pacific Star is a proud user of Software-Defined Storage (SDS), giving DataCore a "5" or "Excellent" rating (on a scale of 1-5) in response to the question "How well has DataCore delivered Software-Defined Storage to your organization?"

"In terms of reducing storage costs, decreasing the time we spend on routine storage tasks, and reducing storage-related downtime, software defined storage from DataCore means we are able to ally business objectives with IT – and through DataCore's technology, we can meet those objectives."

\- Juan Carlos Cedillo, CIO at Pacific Star

The IT Challenge: Efficient, Agile Storage Management for Non-Stop Business Operations

With over 22 years of experience in the food service business, Pacific Star has world-class information systems and four distribution centers located in Mexico City, Guadalajara, Monterrey and Tijuana, through which it can guarantee high quality service throughout the country.

The IT team at Pacific Star is tasked with juggling various environments – for production, for Q&A and for development. The systems supporting these environments, such as the SAP system for ERP and the WMS system for warehouse management, must run 24x7.

So the IT challenge that Pacific Star was facing prior to deploying DataCore concerned managing environments that are both physical and virtual, ensuring high availability of the data, plus having a disaster recovery (DR) plan. In summary, Pacific Star was concerned about better orchestrating the storage management function across all storage resources, automating tasks for more responsive IT, and ensuring the availability of data through data protection – so that data that is always available.

Deliver Software-Defined Storage for your Business

⭐⭐⭐⭐⭐

Reducing Time Spent on Routine Storage Tasks

⭐⭐⭐⭐⭐

Increasing Performance

⭐⭐⭐⭐⭐

Reducing Storage Costs

⭐⭐⭐⭐⭐

Increasing Capacity Utilization

NOTE: The customer provided these rankings "at will" – using a scale of 1-5 to rank DataCore Software in key business and technology areas. Guide to rankings: 1 = Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent.

DEPLOYMENT AT-A-GLANCE

- Number of Users: 250
- Number of Virtual Servers and Virtual Hosts: 60 virtual servers; 10 hosts
- Major Applications/ Databases Virtualized: SAP Business Intelligence Suite, SAP BW, SAP BO, and SAP DS (all in the production environment); SAP ECC6 and JDA WMS (in the development & QA environment)
- Main Server Vendor: HP
- Storage Vendor: HP
- Server Virtualization Platform: VMware
- Software-Defined Storage Platform: DataCore SANsymphony-V

Moreover, the company was equally concerned about the costs and the overall effort involved in order to be in compliance as far as their uptime and recovery mandates were concerned.

Meeting the Challenge at Pacific Star: Phase I

At Pacific Star, the SANsymphony-V software platform has taken isolated storage devices and placed them under one common set of infrastructure-wide services. The DataCore software virtualizes and optimizes the use of storage resources by pooling the collective storage resources – making any storage both uniform and software-defined and thereby eliminating differences and incompatibilities among manufacturers, models and generations of equipment in use. What is more, system administrators gain visibility to overall health and behavior of storage infrastructure from central console.

As far as better capacity management, Pacific Star is in line with the majority of DataCore customers in increasing capacity utilization by 4X with SANsymphony-V. A software-defined storage management approach with DataCore has enabled Pacific Star to pool and thin provision capacity from diverse storage assets in order to eliminate stranded space and wasteful over-allocation. Bottom-line: Capacity utilization has improved at Pacific Star, which now uses DataCore to better utilize its storage capacity without wasting resources.

Improved capacity utilization has been achieved while at the same time making performance even faster. Like all DataCore customers, Pacific Star has been able to speed up applications as a result of DataCore's infrastructure-wide caching, which super-charges performance and enables DataCore users to run applications at electronic memory speeds.

Additionally, Pacific Star has reduced storage costs with DataCore – enabling the company to reduce storage costs by at least 50% by being able to avoid buying additional hardware and more disks to support its systems. As reducing storage costs – with DataCore, Pacific Star has been able to achieve the following:

- Avoid costly hardware lock-in and open doors to more attractive alternatives from competing suppliers
- Extend the life of storage investments and skip expensive refresh cycles; no more software throw-away
- Reduce capital and operating expenses associated with storage

Beyond eliminating many costs associated with storage, a software-defined storage strategy has enabled Pacific Star to drastically decrease in time spent on routine storage tasks by pooling online storage and centralizing/automating storage management. DataCore's storage virtualization software platform enables system administrators at Pacific Star to grow disk pools, to resize the pools, and to move the de data between the pools – all from the central console of a unified software platform.

Software-Defined Storage (SDS) with DataCore – Making Storage Run Non-stop at Pacific Star

Once two copies of SANsymphony-V were deployed in a synchronous mirror configuration, storage-related downtime has been essentially eliminated. The company reports that DataCore software protects its data and makes applications run uninterrupted because data is mirrored in real-time between separate storage devices to maintain continuous availability despite equipment and site outages.

According to Mr. Cedillo, "DataCore prevents single points of failure and disruption. We are able to avoid unplanned downtime due to equipment failures and facility outages. Plus, we encounter no more planned downtime for hardware upgrades, expansion, repairs or data migrations."

There are three pillars that serve as key IT objectives at Pacific Star, which software-defined storage from DataCore is making possible:

1. **Always-On infrastructure.** DataCore has made Pacific Star the agile IT enterprise by delivering better productivity and improved performance. Plus DataCore technology has reduced costs – all while delivering better data protection and thereby reducing risk.

2. **Cloud-readiness.** The disaster recovery phase – encompassing asynchronous mirroring (a third DataCore node at a remote location) – will be yet another tier. This hybrid cloud will be powered by DataCore software-defined storage.

3. **Enterprise-class storage.** The SANsymphony-V platform is the cornerstone for rolling out more DataCore Virtual SANs throughout Pacific Star's distribution centers – expanding enterprise-class storage to the enterprise at large.

Mr. Cedillo summarizes his software-defined storage experience as follows – "Right now Pacific Star has more than 60 virtual servers in three environments supported with 10 physical servers. We have a mix of 20% FC disks and 80% SATA disks. DataCore's auto-tiering is awesome and with it we greatly reduce our storage administration tasks. Because of DataCore's software-defined storage technology we are able to automate frequent tasks ranging from provisioning – through to data protection."

About DataCore Software

DataCore is a leader in software-defined storage. DataCore's storage virtualization software empowers organizations to seamlessly manage and scale their data storage architectures, delivering massive performance gains at a fraction of the cost of solutions offered by legacy storage hardware vendors. Backed by 10,000 customer sites world-wide, DataCore's adaptive and self-learning and healing technology takes the pain out of manual processes and helps deliver on the promise of the new software-defined data center through its hardware agnostic architecture. Learn more at: **www.datacore.com**

ABOUT Pacific Star

Pacific Star is a leader in the segment of food service, with focus in chain restaurants logistics, hotels and industrial dining services. All of the company's infrastructure and distribution network operates to ensure that dry, chilled and frozen products reach their destination in perfect condition.

Pacific Star has world-class information systems and four distribution centers located in Mexico City, Guadalajara, Monterrey and Tijuana, through which it can guarantee high quality service throughout the country.

www.PacificStar.com.mx

For additional information, please visit **datacore.com** or email **info@datacore.com**

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