



Bradshaw International | Case Study

Cooking Up Business Continuity

COMPANY PROFILE

Bradshaw International is a leading marketer of kitchenware products headquartered in Rancho Cucamonga, California. For nearly 100 years, this privately-owned business has focused on its customers, making it the go-to housewares source for every class of trade. The largest gadget supplier in the world, Bradshaw ships over 150 million units yearly with combined annual sales over \$300 million and growing. The company supplies a broad range of housewares categories, from kitchen tools and gadgets to cookware to bakeware and cleaning supplies.



COMPANY

Bradshaw International is a privately-owned distributor of housewares—shipping more than 150 million units of kitchen tools, gadgets, cookware, bakeware, and cleaning supplies annually. Bradshaw is the largest gadget supplier in the world with combined annual sales of over \$300 million and growing.

OBJECTIVE

To achieve high-availability and business continuity objectives, Zumasys worked with Bradshaw International to design and implement a fully redundant, highly available infrastructure solution to support its mission critical business applications and warehouse management system.

SOLUTION DETAILS

Bradshaw International's solution was comprised of a NetApp MetroCluster to provide business continuity, redundant hardware via Cisco networking to provide high availability, and Zumasys professional services.

RESULTS

- ▶ Decreased server deployment time from 5 days to 30 minutes
- ▶ Reduced the need for capital investments typically required to spin up a new server
- ▶ Eliminated risk of downtime through creation of an active failover site
- ▶ Enabled non-disruptive operations by maintaining hosts without shutting down servers
- ▶ Laid the foundation for hybrid cloud and virtual desktops
- ▶ Completed project within 90 days, ahead of schedule and under budget

THE OBJECTIVE

When Senior Director of IT Brian Foster brought in Zumasys last year to talk about a new phone system, the conversation quickly turned from phones to high availability infrastructure and business continuity. At the time, Bradshaw International had a server room with more than 30 physical servers, each with its own standalone solution, and tape back-ups. After strategizing with Zumasys, Foster prioritized Bradshaw's existing need for virtualization, which led to the design of a full-scale high-availability and business continuity solution.

Extended periods of unplanned downtime posed a serious threat to Bradshaw, because several mission-critical systems drive the work of the entire company. The warehouse management system alone is used by 175 of the company's 300 employees. The system provides employees step-by-step instructions, such as where to locate products, where to put the inventory, how to place it into boxes, and how to get it shipped to the customer. Like many processes at Bradshaw, the entire warehouse management system is paperless, so the availability of the supporting systems is absolutely critical.

If a service-impacting natural disaster or an unplanned outage occurred in the server room, it would take weeks to get things running again, and the cost to the business would be significant. Although located in Southern California, the company had to worry about more than earthquakes and fires. With a restroom above the server room and a sprinkler system inside the server room, there was potential for water damage that could destroy all 30 servers.

THE SOLUTION

The idea of virtualization was not new to Bradshaw. Over the preceding years, it had brought in several vendors to talk about virtualizing its servers, yet it never felt quite right. In the past, vendors had always positioned virtualization as a way to do away with servers. Zumasys understood that with a significant capital investment in 30 servers, the company was looking for a way to maximize the value from its existing investments.

Zumasys explained to Bradshaw that the company could leverage virtualization software to create high availability, taking advantage of the size of its facilities and the 30 servers that it already had.

"No one had ever explained the benefits of virtualization to me as well as Zumasys did. They really opened up our eyes to how virtualization has evolved and what it could do."

— **BRIAN FOSTER**, Senior Director of IT, Bradshaw International

Zumasys worked with Bradshaw to design and implement a solution that uses NetApp MetroCluster with six servers across two sites and replication to a NetApp 2240 in the Las Vegas SuperNAP data center.

NetApp MetroCluster:

With two buildings 1000 feet away from each other, Bradshaw was a perfect candidate for NetApp MetroCluster. Previously, all of the company's data was housed in the server room at one facility, leaving the company vulnerable to disasters and accidents. NetApp MetroCluster allows Bradshaw to place one controller in one building and the second controller in the other building, writing to the same disks on both sides simultaneously.

Six servers running in active-active configuration across the two sites provide high availability for all of Bradshaw's systems. Because of the unique placement of the property, each one of the buildings is serviced by a different electrical grid. Now, if the company experienced power loss or an accident in one building, it could still be running on the other.

Backup to SuperNAP:

Bradshaw's solution includes backing up to a NetApp FAS2240 storage system at Zumasys' facility at the SuperNAP data center in Las Vegas. One of the world's largest and most powerful data centers, the SuperNAP features redundant layers of security against outages and theft. VMware vCenter Site Recovery Manager allows Bradshaw to test recovery plans non-disruptively to ensure that can be up and running when needed. In the event of a disaster, automated failover and failback makes it easy to be back up and running quickly.

RESULTS

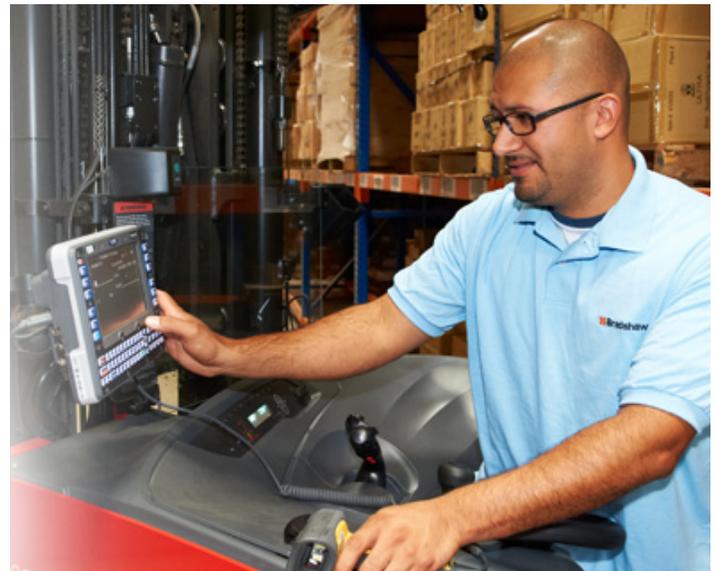
Today, Bradshaw has a rock-solid solution for high availability. Foster explains, "Southern California could have an earthquake and I'd feel protected. A fire could break out next to one of our buildings, and I'd feel protected. The president and the CFO are not going to be standing at my door saying, 'How are we going to get systems back up and running?'"

With NetApp MetroCluster, Bradshaw can quickly move operations from one server room to the other in the event of an outage or accident.

MetroCluster also enables non-disruptive operations, eliminating planned downtime. In the past, Bradshaw would have to physically take down servers to perform maintenance, and the application would be lost until the server was brought back up. Now it can put the host server in maintenance mode, and VMware vMotion automatically spreads the CPU usage of the virtual machines to the other host servers.

Deploying new servers has also never been easier or faster. In the past, it would take three to five days to deploy a new server. It would take time to ship, mount, and update, and the cost could run anywhere from \$10,000 to \$25,000 per server. Today, virtual machines can be cloned and deployed instantly for only the cost of a Windows license.

This capability proved its value when Bradshaw started experiencing wait time issues with its warehouse management system. With the system running on one server, it was overloaded and needed



compute power that it just didn't have. In an hour, Foster and his team were able to create two additional warehouse management servers with load balancing to optimize application performance.

With a high availability solution in place, Bradshaw is looking to expand its relationship with Zumasys. "The partnership with Zumasys has been extraordinary," says Foster. "They just blew us away. I thought they knew phone systems—but they know everything from disaster recovery to high availability to networking—everything you can imagine."

After completing the implementation of its high-availability solution, Bradshaw engaged Zumasys to help with its migration from Exchange 2003 to 2010 and implement an e-mail archiving solution. Over the next year, Zumasys will also be working with Bradshaw to virtualize desktops throughout the organization. Roaming profile managers from AppSense and VMware virtualization software will make it possible for employees to access its applications through the data center from thin clients and enable instant disaster recovery from the SuperNAP data center.

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— **BRIAN FOSTER**, Senior Director of IT,
Bradshaw International

Bradshaw and Zumasys take immense pride in building relationships and developing strategic partnerships. According to Foster, Zumasys will be leading them in the future for new technology. "We have a vision of what the next two years will be, and Zumasys will be helping us get to the next step" says Foster. "They have become a strategic partner that we will continue to work with, and they will advise about where we need to go to keep our company strategically aligned with technology." ■