A modular solution fit for a kingdom

INDEVCO drives expansion in Lebanon, Egypt and Saudi Arabia with multiple data centres making IT operations 30 per cent more effective.

“Our IT is at least 30 per cent more effective, which is helping to drive growth. With higher performance applications running on our Dell modular solution, staff have the tools to make better business decisions.”

Pierre Doueihy, IT Systems Manager, INDEVCO

Business need
Growing companies want flexible IT to help sustain growth. As such, INDEVCO looked for an aggregated infrastructure to support its expanding operations in Lebanon, Egypt and Saudi Arabia.

Solution
The firm worked with Dell through Dell partner SETS to deploy modular infrastructures featuring Dell blade servers with Intel® Xeon® processors, Dell Networking and Dell Storage at the organisation’s locations in Lebanon and Egypt.

Benefits
- Increases productivity with up to seven times faster data access for staff
- Drives growth with 30 per cent more effective IT
- Consolidates IT platform by 50 per cent
- Simplifies IT management by 20 per cent with end-to-end solution
- Avoids months of lost production with responsive support

Solutions featured
- Modular Infrastructure
- Data Center Virtualization
- Enterprise Deployment
- Data Protection
- Data Recovery

Customer profile

INDEVCO
IT Head Office Department

Company: INDEVCO
Industry: Manufacturing
Country: Lebanon
Employees: 10,000+
Website: indevcogroup.com
Many companies have gained business agility to accelerate growth through modular IT infrastructures. One of them is INDEVCO, which is expanding across the Middle East thanks to the scalability of its modular solutions. The firm, headquartered in Lebanon, is an international manufacturing group that produces multiple products for many markets.

Products include paper, plastic and corrugated packaging, personal care items, and renewable energy solutions. INDEVCO has more than 10,000 employees worldwide working in 76 companies and nearly 60 years of experience in manufacturing.

A relationship built on trusted advice and support
INDEVCO has worked with Dell partner SETS for 15 years, standardising its server and storage infrastructure on Dell solutions. Working with SETS in Lebanon, the company has rolled out a mixture of Dell PowerEdge R730, R630 and T630 servers with Intel® Xeon® processors across its sites. For INDEVCO, the PowerEdge R630 is the main application server at all data centres. These servers, virtualized using Microsoft® Hyper-V™, support a number of Microsoft solutions, including Microsoft Exchange Server, Microsoft Dynamics™ and Microsoft Office. The servers also support Oracle® software. The R730 servers are used mostly for backups and archiving, and T630 servers support the company’s smallest locations.

An end-to-end solution for an expanding company
For storage, INDEVCO has a mixture of Dell Storage PS Series 6210X arrays and Dell PowerVault MD1200 direct attach storage arrays. Dell PowerVault TL2000 tape libraries are also used for archiving. Top-of-rack switching is provided by Dell Networking N4032F switches, which operate multiple virtual local area networks. To protect the networks, the company has implemented Dell SonicWALL firewalls. Pierre Doueihy, IT Systems Manager at INDEVCO, says, “I can explain very easily why we’ve standardised on Dell: The quality of the solutions and the support from local Dell partner SETS have been excellent. It’s that simple. We see Dell as an end-to-end solutions provider that can meet all of our data centre needs. It also has a strong commitment to our region.”

“I save around 20 per cent of my time because we work with Dell as our end-to-end solution provider. It means I have more time to work on other projects, such as the development of our data centres in Lebanon, Egypt and Saudi Arabia, and it helps ensure our IT projects run more efficiently.”

Pierre Doueihy, IT Systems Manager, INDEVCO

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**Products & Services**

**Services**
- Dell Deployment Services
- Dell Support Services – Dell ProSupport

**Hardware**
- Dell PowerEdge M630 blade servers with Intel® Xeon® processors
- Dell PowerEdge M1000e modular blade enclosures
- Dell PowerEdge R730/R630/T630 servers with Intel Xeon processors
- Dell Storage SC Series 4020 arrays
- Dell Storage PS Series 6210X arrays
- Dell PowerVault MD1200 direct attach storage arrays
- Dell PowerVault TL2000 tape libraries
- Dell Networking MXL switches
- Dell Networking N4032F switches

**Software**
- Dell OpenManage Essentials
He continues: "We’ve been able to deliver key applications reliably through Dell technology. As a result, we’ve also been able to focus our IT resources on supporting business growth rather than daily management.” Doueihy adds that the stability of the company’s Dell platform has meant he can concentrate on developing IT services for the INDEVCO sites in the fastest-growing markets.

The search for a modular infrastructure solution
Doueihy has spent time scaling the organisation’s data centres in Lebanon, Egypt and Saudi Arabia. INDEVCO currently operates 14 manufacturing sites across its key markets in the Middle East, and Doueihy was keen to take advantage of developments in modular IT to support innovation. He wanted to move from a standard rack server infrastructure to one that featured blade servers and storage with solid-state drives (SSDs). His primary goals were accelerating time to deployment, minimising data centre footprint, simplifying management and maximising reliability. "We wanted to ensure that our data centre enabled business growth," comments Doueihy. "It was important to focus as much time as possible on business initiatives rather than data centre management."

INDEVCO turned to Dell as the company’s end-to-end solution provider. Says Doueihy: "Clearly there are efficiency gains from working with a single solution provider. We want to stay with Dell for the great support it has provided over the years."

A solution for today, supporting the cloud tomorrow
Doueihy focused his attention on Dell PowerEdge blade technology virtualized with Hyper-V and combined with Dell Networking MXL switches in a Dell PowerEdge modular blade enclosure. With the Dell Networking MXL switches, Doueihy enabled 10 to 40 Gigabit Ethernet (GbE) connectivity as he scaled the number of virtual machines over time. What’s more, he could virtualize and automate networking functions as part of a strategic move to cloud-based IT in the future. "In my view, the Dell blade enclosure combined with the Dell blades and networking made a compelling solution. It was easy to install, energy efficient and simple to manage. But it also gave us a very scalable solution for a future cloud environment. It would future proof our data centres in Lebanon, Egypt and Saudi Arabia,” he explains.

Doueihy was impressed with Dell Storage SC Series all-in-one arrays. They offered various disk drive combinations, including multiple layers of SSDs within a small footprint. The pricing also meant that Doueihy could deploy the storage at all five of the sites in Saudi Arabia. He says: “I had confidence in the Dell SC Series arrays because we had such a good experience with the PS Series. By choosing an all-in-one array, we had the flexibility to tier our data using a range of drives, including flash.”

Increases productivity with up to seven times faster data access
INDEVCO deployed Dell PowerEdge M1000e blade enclosures complete with Dell PowerEdge M630 blades with Intel Xeon processors and networking across its five sites. Working with Dell Deployment Services, it also rolled out all-in-one Dell Storage SC Series at these locations. One of our sites has a single enclosure with six blades and one networking switch as well as two Dell SC Series 4020f arrays offering a total of 48 terabytes (TB) of capacity and featuring SSDs. As a direct result of the modular data centre architecture, staff are accessing key business data significantly quicker. Comments Doueihy: “When I compare our previous data access with today, our Dell modular solution is five to seven times faster. Our personnel gain better support from their IT. They also work more productively, achieving their business goals more efficiently.”
Drives growth with 30 per cent greater effectiveness

The increase in staff productivity will help drive business growth in Lebanon, Egypt and Saudi Arabia. As Doueihy explains, personnel can respond more quickly to business demands and opportunities. This applies to both office staff and IT administrators. In the case of IT efficiency, administrators are helped by using Dell OpenManage Essentials. For Doueihy, the most important feature of OpenManage Essentials is the ability to manage the entire infrastructure through one interface. Furthermore, it automates lifecycle management operations, including deployment, configuration, updates, monitoring and maintenance.

Microsoft Dynamics and Oracle applications, for example, now perform better, so staff find it easier to gain business insight. “Our IT is at least 30 per cent more effective, which is helping to drive growth. With higher performance applications running on our Dell modular solution, staff have the tools to make better business decisions,” says Doueihy.

Consolidates IT platform by 50 per cent

Compared with the previous rack server infrastructures, the modular solution powered by Intel technology has helped substantially consolidate the hardware footprint. As a result, INDEVCO can expand the IT platforms at each site within the existing data centre locations. Furthermore, it doesn’t have to spend money on additional power or cooling supplies. “We reduced the size of our IT footprint by 50 per cent as a result of our Dell modular solution,” says Doueihy. “Besides helping us lower costs, the reduction will make it easier to scale our infrastructures in the future.”

Simplifies IT management by 20 per cent with end-to-end solution

Since deployment, the modular solution has performed well. Importantly for Doueihy, he knows he has one point of contact – Dell – if he has any issues. The major benefit of this is the time Doueihy saves on managing relationships with IT suppliers. For companies with multivendor environments, supplier management can be a drain on resources. Says Doueihy: “I save around 20 per cent of my time because we work with Dell as our end-to-end solution provider. It means I have more time to work on other projects, such as the development of our data centres in Lebanon, Egypt and Saudi Arabia, and it helps ensure our IT projects run more efficiently.”

Avoids months of lost production with responsive support

The IT Systems Manager also knows that he has to work with only one support team if any issues arise. He is particularly pleased with the support from SETS in Lebanon and with Dell ProSupport in other countries. Indeed, the ProSupport team has helped INDEVCO save months of downtime in the past. He recounts when a power failure at one site in Egypt resulted in a potential loss of data. If the data hadn’t been recovered, production would have been affected for weeks and potentially months. “We were working with a Dell ProSupport engineer via the telephone. Through his guidance, we were able to recover the data from our storage array with minimal downtime. We could have easily lost a couple of months of production and a substantial amount of revenue,” says Doueihy.

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