



# BEIERSDORF

## STORAGE AREA NETWORK

## Beiersdorf Future-Proofs IT Infrastructure with Brocade

### EXECUTIVE SUMMARY

#### Technology Challenge

Upgrade and increase the performance of the virtualized storage and server environment while maximizing PCIe and Long Wave/Single Mode technologies to better organize and implement workflows

#### Solution

- Brocade DCX Backbone
- Brocade 48000 Director
- Brocade 8 Gbps Host Bus Adapters (HBAs)
- Brocade Data Center Fabric Manager (DCFM)

#### Benefits

- Maximized investment in existing Brocade technologies
- Boosted server performance to 500,000 IOPS with Brocade HBAs
- Enabled booting in the Storage Area Network (SAN) with Long Wave/Single Mode Fibre Channel
- Simplified HBA management and saved time through centralized data center fabric management
- Ensured faster and more secure communications between virtual servers and storage systems

The name Beiersdorf is associated with leading international brands across the skin and beauty care sector, such as NIVEA, Eucerin, Labello, La Prairie, Slek, and Hansaplast. To enable Beiersdorf to organize and implement its workflows to optimum effect, Beiersdorf Shared Services—the company's internal IT and accounting partner—maintains a high-performance IT infrastructure. To upgrade its servers, the company opted to use Brocade® Host Bus Adapters (HBAs) and, in doing so, was able to future-proof its server and storage connectivity requirements.

#### MEETING THE REQUIREMENTS

Beiersdorf decided to modernize its storage landscape and, at the same time, optimize the connection to its Storage Area Network (SAN) with new, higher-performance systems. At the time, the company used Brocade SAN directors and third-party HBAs as connectivity components, but issued a competitive tender to identify potential solutions to meet Beiersdorf's changing requirements.

Once the potential providers had presented their storage systems, HBAs, and SAN solutions, the decision was made in favor of Brocade. Brocade succeeded in presenting both high-end SAN components and HBAs that met all the given requirements.

In conjunction with the new generation of servers, the HBAs were also to be equipped with PCIe interfaces in order to maximize performance. In addition, Beiersdorf required the use of Long Wave/Single Mode Fibre Channel technology to connect servers to its storage system.

“Despite the fact that we were highly satisfied with the existing Brocade SAN switches, during the tendering phase we kept an open mind and were prepared to assess different solutions,” says Haroun Samadi, Manager of SAN and Archive Services at Beiersdorf Shared Services GmbH. “We did not want to make any compromises whatsoever with regard to the PCIe and Long Wave/Single Mode technologies. PCIe was a requirement imposed by the new servers, and Long Wave/Single Mode is a technology that has been introduced and tried and tested in our company. At that particular point in time, only Brocade was able to satisfy this requirement for the combination of these two technologies.”

# BROCADE

The HBAs and the SAN switching components were sourced from Brocade OEM Partner HP. Systems integrator Bechtel managed the planning and installation. In total, Beiersdorf ordered four fully equipped Brocade DCX® Backbones for the SAN, across two data centers, in addition to 150 Brocade 8 Gbps HBAs.

The Brocade HBAs feature a PCIe interface and integrate seamlessly into the Brocade environment. The HBAs have been designed to leverage the full capabilities of the Brocade product portfolio, including the Brocade DCX Backbone and the Brocade 48000 Director. They help boost the Input/Output (I/O) performance on the server to 500,000 Input/Output Operations Per Second (IOPS) per port, which constitutes a significant factor for highly virtualized environments. What is more, they support new functions for Quality of Service (QoS) and data mobility, ensuring faster and more secure communication between virtual servers and storage systems.

Beiersdorf opted for Brocade 8 Gbps HBAs, since the Brocade DCX Backbone was also equipped with 8 Gbps blades. Having up to 384 ports with 8 Gbps performance, the Brocade DCX Backbone is the industry's highest-performance system for SANs.

### PROVIDING FORWARD AND BACKWARD COMPATIBILITY

The Brocade DCX Backbone provides a significant advantage for Beiersdorf since it communicates directly with the company's existing Brocade switches. In addition, the administration interface via Brocade Data Center Fabric Manager (DCFM®) is standardized. Brocade DCFM software enables all the systems to be

centrally configured and administered, thus allowing the seamless integration of existing Brocade technologies into the latest Brocade DCX Backbone.

The Brocade HBAs also can be administered via Brocade DCFM, allowing them to be integrated seamlessly into the overall system. This not only saves Beiersdorf's administrators a great deal of time, but also reduces the level of complexity in the network as a whole.

### ENABLING EASE OF INSTALLATION

After a short test phase, the Brocade DCX Backbones and the first Brocade HBA-equipped servers were installed in the two redundantly configured data centers and taken into production. Following these trouble-free installations, Beiersdorf Shared Services carried out the full upgrade step by step. The objective was to exchange all the mission-critical servers as quickly as possible and to connect these to the high-performance Brocade DCX Backbones via the Brocade HBAs.

A number of less critical servers remained connected to the older Brocade switches. Upgrading them was not necessary at the time, particularly since these Brocade switches also can be administered via the Brocade DCFM administration interface.

### BOOTING WITH LONG WAVE/SINGLE MODE TECHNOLOGY FROM THE SAN

Booting within the SAN—that is, directly from the Brocade DCX Backbones with the integration of the Long Wave/Single Mode technology—initially proved to be a challenge. However, Beiersdorf Shared Services coded the core requirements

### WHY BROCADE

- High-end SAN components and HBAs meet critical IT requirements
- Seamless integration with existing infrastructure
- The industry's highest-performance system for SANs

directly into the Brocade HBAs and the backbones. And after a very short test phase, all the functions relating to Long Wave/Single Mode were stable and could be used in Beiersdorf's production environment.

"The solution from Brocade slotted seamlessly into our IT landscape, and today we can administer both the new and the older SAN and connectivity components with a single administration interface. This saves us a great deal of time and also simplifies the complexity of the environment as a whole," concludes Samadi.

For more information, visit [www.brocade.com](http://www.brocade.com).

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