

2e2

Chivas Bros

A 2e2 Case Study



The Company

Chivas Brothers is the Scotch whisky and premium gin company of Pernod Ricard - the world's co-leader in wine and spirits. Chivas Brothers is the global leader in luxury Scotch whisky and premium gin. Its portfolio includes Chivas Regal, Ballantine's, The Glenlivet and Royal Salute whiskies, and Beefeater Gin.

Background

The relationship between 2e2 and Chivas Brothers began in 2003 when Chivas Brothers required a partner to assist in the design and implementation of a new data storage facility. Chivas Brothers' own research had already led them to the conclusion that HP storage solutions would provide the most cost effective and competitive hardware to meet the overall data storage requirement. Chivas Brothers were also an existing user of HP technology and were keen to both minimise the number of relationships they needed to maintain and ensure consistency of product across the IT estate.

The Next Stage

In common with many organizations Chivas Brothers has experienced phenomenal growth in the need for data storage capacity. This demand is driven by a number of factors including extensive use of email, high definition video and graphics files, the need to develop and store significant quantities of high quality marketing collateral, as well as day to day file and print services. Unlike some organisations, Chivas Brothers does not impose a limit on the amount of data that each user can store.

In 2003 it became clear that a revised data storage environment was required. In consultation with 2e2, and taking into account Chivas Brothers' preference for HP solutions, 2e2 recommended the implementation



of HP EVA, enterprise virtual array, storage. HP EVA provides efficient virtualised storage for the enterprise, or mid-sized user, enabling storage consolidation with optimized capacity and simple management.

During this first phase, a total 10 terabytes of storage was installed on HP P5000 EVA arrays.

Further Developments

The Chivas Brothers IT strategy has always been to maintain considerable in house expertise for the majority of services, whilst using external experts in circumstances where their skills can effectively complement in house expertise. This multi channel approach has worked exceptionally well in the provision of data storage. Whilst Chivas Brothers provide their own day to day technical support, 2e2 supplies and installs all hardware and also provides the necessary configuration, set up and data layout consultancy services. As part of these services 2e2 also provides ongoing monitoring of data storage use, which along with periodical in depth health checks, allows the storage to be managed as efficiently as possible, with further upgrades being implemented in a cost effective manner.

Following the initial HP EVA implementation in 2010 the system has grown to a total size of some 90 terabytes, supporting 1200 users over 30 sites.

The Relationship

Les Gilfillan is the network manager at Chivas Brothers. He said: "Our relationship with 2e2 stretches back some 8 years. During that time we have only had to deal with two account managers and that speaks volumes about the consistency of staff at 2e2 and their very positive attitude to their clients. Their technical team has always demonstrated the highest levels of expertise and this has given us the confidence to take their advice and involve them in the planning processes for the development of our systems".

In Summary

As a trusted supplier, 2e2 has formed a close relationship with Chivas Brothers over many years and this has clearly been to the benefit of both parties. HP storage solutions have been used exclusively and the product range, performance and cost effectiveness have been excellent throughout.

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