



CUSTOMER PROFILE



Southern Wine & Spirits of California, Inc.

(a subsidiary of Southern Wine & Spirits of America)

Miami, FL

southernwine.com

Industry

Wine and Spirits Distribution

Annual Revenue

\$4 billion

Number of Employees

6,000

CA Product

– BrightStor® Storage Resource Manager

Key Benefits

- Zero server downtime due to storage limitations
- Zero new investment needed for additional servers
- Increase in application service levels
- Decrease in backup window due to decreased volume of stored data

CA Advantages

- Customizable reports
- File-level data discovery

\$4 Billion Wine and Spirits Distributor Achieves Zero Storage-Related Downtime Using CA's BrightStor® Storage Resource Manager

“Manual inspection of storage volumes is painfully inefficient, especially when the amount of storage you’re managing reaches levels like ours. The automated, policy-based approach of BrightStor® Storage Resource Manager eliminates those inefficiencies. Within days, SWS was able to harness the BrightStor Storage Resource Manager power to save money while helping to ensure data availability.”

— Robert Madewell, Director of Networks
Southern Wine & Spirits of California, Inc.

\$4 Billion Nationwide Spirits Distributor

Southern Wine & Spirits (SWS) of California, Inc. is the first and largest subsidiary of Southern Wine & Spirits of America. SWS of America is the single largest wine and spirits distributor in the United States. It commands more than 12% of the total domestic wine and spirits revenue. Operating in 10 states, it represents more than 300 suppliers and 5,000 brands. SWS of America services 125,000 retail and restaurant customers.

Storage Demand Outpaces Supply

SWS of California’s storage requirements were increasing at a dramatic rate, and management of storage space was time-consuming and inadequate. Backup times were too long, the company was suffering serious amounts of downtime, and SWS was adding two or three servers (and the supporting server racks, additional Cisco switches, larger AC units and more electricity) per month to keep up with storage demands.

Networking personnel spent hours each day dealing with storage issues and backups became almost impossible to complete. With no way to track storage usage centrally, two IT staff members would go through the various directories, checking files one by one to determine which were of value and which could be deleted. In one instance, valuable marketing files were nearly deleted.

Storage Cleanup and Reporting

By using BrightStor® Storage Resource Manager (BrightStor SRM) from Computer Associates International, Inc. (CA), SWS of California eliminated duplicate files to free a significant amount of disk space across the company. BrightStor SRM also made it easy to continually eliminate obsolete files. At the same time, the BrightStor SRM advanced capacity planning capabilities have enabled SWS of California to better predict utilization and maintenance needs—eliminating emergency “firefighting” and unscheduled downtime.



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Key BrightStor Storage Resource Manager Features

- Data classification
- Exception-based reporting
- Intelligent capacity planning

Key Business Processes

- Data protection
- Resource management

Services

- CA Technology Services™

IT Environment

- 70 HP Proliant servers
- 60 Windows servers
- 800 Windows desktops

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The reporting functionality of BrightStor SRM is another great benefit to SWS of California. Reports run from the previous night are available to IT personnel each morning, allowing them to instantly view the state of storage resources and take appropriate action.

Zero Downtime; No Need for New Servers

As a result of its improvements in storage management, SWS of California hasn't experienced server downtime in almost a year. Furthermore, it hasn't found the need to purchase any additional servers to support storage requirements.

Hard- and Soft-Dollar Savings

SWS of California estimates BrightStor Storage Resource Manager saved the company \$30,000 statewide in the first six months. The savings come from more efficient management of the company's storage resources, the ability to use existing servers longer and a diminished need to purchase new servers.

SWS of California has been able to save money on backup systems, too. Since the implementation, the company was able to reduce the amount of data it backed up by 25%, from 400 GB down to 300 GB in one data center alone. In addition, SWS of California realized soft-dollar savings by shortening the backup window, improving application service levels and streamlining storage management operations.

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