

Case Study
innocent**Virtustream helps innocent deliver the smooth introduction of its consolidation programme**

Consolidation allows innocent to provide site level disaster recovery in less than five days

**About the Business:**

Launched twelve years ago, innocent is the number one smoothie brand in the UK. It sells over two million pure fruit smoothies each week in 11,000 outlets - everywhere from Boots to Sainsbury's to your local deli. innocents range has expanded to include: smoothies in little bottles and big cartons, smoothies and juice for kids, a refreshing range of not-from-concentrate orange and apple juice, and Veg pots, a range of quick and tasty meals. The team has grown from three to 250 people who work across Europe (with products available in 13 different countries). innocent turns over in excess of £100 million each year.

The Challenge:

As with many companies experiencing steady growth, innocent required an infrastructure that could flex in size without the need for a constant supply of new hardware. Alongside this there was a need to make changes to the production systems as Mark Gibbons, Infrastructure Architect at innocent explains. "We needed a solution that was able to grow with the data requirements of innocent and one that meant we could react to business need without constantly investing in new hardware. Simplifying the operation and setting the foundation for the future of innocent's infrastructure requirements were key elements for this project."

However, it was an improvement in innocent's ability to recover services cost effectively that really led the push for change. "Should we need to in the future, the capability to replicate production data to another site will allow us to improve recoverability for the business easily" explains Mark.

In order to implement such a programme innocent knew that they would have to turn to a partner that they could trust to see them successfully through the process.

The Solution:

At the end of 2009 Mark Gibbons and Andrea Kalavsky, IT Operations Manager at innocent, approached Virtustream after a word of mouth recommendation came through a colleague. After hearing that Virtustream had helped companies go through the same process, Mark and Andrea brought the team in for an initial chat.

After careful consideration innocent decided that Virtustream was the partner that could successfully see it through the often complex process of changing the foundational technology of their production environment. The first step was to assess the current opportunities for virtualisation within innocent's production environment as Andrea explains. "Virtustream helped us from the beginning with our plans for implementing SAN technology to aid in virtualisation. The team undertook a monitoring exercise to evaluate the potential opportunities for virtualisation in our production environment. From this evaluation, they produced a report to help us build our roadmap for the future. This gave us a clear path and highlighted the areas which we could make an immediate impact on."

The next stage of the implementation was the procurement, installation and configuration of new hardware to enable innocent to begin its consolidation programme.

By the end of 2010 Virtustream had delivered innocent’s chosen solution which provided a foundation for virtualising and consolidating the rest of their production environment in the future. The Virtustream team brought in the necessary virtualisation skills to install and configure what was required. Virtustream has also been able to deliver a number of additional business benefits as Mark describes. “Working with the Virtustream team has enabled us to achieve a number of other important pieces of work. We were able to provide cost savings associated with having fewer servers, and the team have learnt a lot about the underlying technology and the skills needed to support it going forward.”

Virtustream took a step by step approach as Chris Cowdry, Solutions Architect at Virtustream explains. “We approached the project by recommending logical phases for the transformation to minimise the operational impact on innocent. For example, we migrated the least critical servers first, and once innocent is more familiar with the new technology, we will virtualise the remaining servers key to innocent’s requirements. Virtustream worked closely with innocent to design and implement a complex back up strategy and we were able to ensure the new storage technology is able to meet their ever increasing back up requirements. We’ve provided innocent with the foundation for the future of the company’s infrastructure and a good strategy going forward.”

“The solutions we have implemented mean that as innocent continues to grow there will not be a need to introduce increasing numbers of costly physical servers. We have also been able to help this year with innocent’s office move, using our technical expertise to design and implement a network at their new head office,” Cowdry concludes.

ABOUT VIRTUSTREAM

Virtustream www.virtustream.com is an innovative cloud provisioning firm committed to delivering next generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. We lead our Cloud Platform Services with Cloud Advisory Services, providing expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure-related integration services. We provide ongoing support for our Cloud Platform Services through two groups: our Cloud Cover team provides a managed service, from core infrastructure through enterprise applications and the Cloud Staging and Networks group that provides colocation, security and network services. Virtustream owns and operates its own data centres in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands.

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