



Spotlight on Success

Merkle Gains New Insight into Data Center with NetApp OnCommand



IN THE SPOTLIGHT

Customer

- Merkle
- Columbia, Maryland
- www.merkleinc.com
- Industry: Marketing Services

“OnCommand™ Insight Balance has already saved us significant time by identifying the root cause of server and storage problems and enabling faster, more informed decisions.”

Atul Gandhi

Sr. Director, Enterprise Technology Group
Merkle

Products and Services

- NetApp® OnCommand Insight Balance
- NetApp FAS3020c cluster
- NetApp Data ONTAP® 7.2.6.1

Customer Profile

Merkle is a leading customer relationship marketing agency. It offers quantitative, information-based solutions that maximize return on marketing investment. For more than 20 years, Fortune 1000 companies and leading nonprofit organizations have leveraged Merkle's expertise in database marketing to optimize customer value.

Customer Challenges

- Provide fast access to 75 marketing databases with over 2PB of data that had been burdened by unidentified bottlenecks, causing extreme latency.
- Optimize the performance of 300 servers handling over 1 billion e-mails and enabling management of billions of direct mail pieces annually.
- Automate data correlation for efficient, effective resolution of system issues, freeing up resources to plan for additional growth with a new Shanghai office and revenues fast approaching \$300 million.

Solution

- Implement OnCommand™ Insight Balance (formerly Akorri BalancePoint) for end-to-end visibility from applications to the storage environment.

Benefits

- Broadened visibility across the IT infrastructure in Merkle's Columbia, MD, primary data center so staff could quickly identify root cause of server and storage problems, in days instead of weeks.
- Optimized utilization by enabling redistribution of servers across storage systems.
- Elevated service levels to end-user customers through reduction of data-processing time frames by 30%.
- Improved IT budget planning by allowing staff to better anticipate when capacities would be reached, so additional storage could be allocated well in advance.
- Boosted time to market and profitability for Merkle with highly available data.

Environment

- Applications: Alterian, Cognos, Microstrategy, SAP® BusinessObjects, SAS, Unica
- Storage: NetApp, HP EVA, Dell EqualLogic, Hitachi
- Databases: Microsoft® SQL Server®, Oracle®
- Operating Systems: Microsoft Windows® 2003, Microsoft Windows Server 2008, Linux®
- Protocols: FC SAN, iSCSI