



SUCCESS STORY  
**Service Providers**



**myBrand** | EFFICIENT EXPANSION

Challenge: Support growth and reduce administrative burden via greater efficiency and data center automation.

# Growing double-digits per year and maintaining high customer satisfaction

The Dutch SAP service provider successfully expanded its customer base and service portfolio while reducing complexity and administrative burden.

Another NetApp solution delivered by:



**NON-DISRUPTIVE OPERATIONS**

**VAST STORAGE SPACE SAVINGS**

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“myBrand has set itself an objective to become the best-ranked SAP service provider, offering the best-in-class solution to our customers. [...] We are convinced that we will need the NetApp software in order to reach this goal.”

Han Schuitemaker  
Technology Architect at myBrand

## THE CUSTOMER PROFILE

myBrand, part of the Conclusion group of companies, was founded 15 years ago based on the vision of becoming a customer-first business and the best-rated SAP service provider in the Netherlands. The company offers SAP consultancy, deployment, and solutions for support of business operations off a dedicated platform to facilitate and simplify SAP deployments. Regional offices at three strategic locations across the country serve high-quality offerings to customers in retail, resale, government, and manufacturing.

myBrand is proud that its customer satisfaction rating has led to long-term business relationships, which have been consistently reflected in its Garte satisfaction score over the last few years.

Customers benefit from a single point of contact who works onsite at the customer location and knows the organization inside and out. This approach makes communication quick and efficient, and ensures low overhead and costs.

## THE CHALLENGE

myBrand started out with one shelf, comprised of 2x12 600 GB disks for a total of 15 GB, as part of a flexible Fujitsu FlexFrame infrastructure containing servers and NetApp storage hosting customer data. To double the customer base annually while maintaining

high-quality standards, customer satisfaction, and manageability, myBrand soon needed to expand and further improve efficiency. It also needed to halt the practice of shutting down systems over several weekends every year for maintenance that required 20 people. Those lengthy migrations and customer downtime were no longer maintainable nor scalable.

## THE SOLUTION

With the help of Fujitsu, myBrand implemented a NetApp MetroCluster solution – a highly available, redundant business continuity solution that provides synchronous data replication between two sites, with the disaster recovery site containing a nearly real-time copy of the primary site – integrated within the Fujitsu FlexFrame infrastructure. MetroCluster is a feature of NetApp ONTAP 9.x management software. By adding ProLion ClusterLion software, which integrates with MetroCluster to trigger automatic failover of cluster services from the primary site to the disaster recovery site, business continuity is maintained and business-critical applications remain available in case of a site outage. The Fujitsu FlexFrame SAP solution was purpose-built based on a joint effort with NetApp.

## THE BUSINESS BENEFITS

With the new combined Fujitsu and NetApp platform in place, myBrand gained cost and space

savings, plus new efficiency levels. Han Schuitemaker, Technology Architect at myBrand, explains, “We have been able to accommodate further business growth, additional capacity, and new customers while maintaining the same number of administrators – in spite of platform expansion, because of the system’s automation and efficiency features.”

NetApp ONTAP enabled myBrand to virtualize its storage, applications, and infrastructure. As a result, systems no longer need to be shut off for weekend maintenance. Customers no longer experience any interruption, and myBrand benefits from zero-touch maintenance and non-disruptive operations, ensuring peace of mind for both customers and consultants. Systems are up 24/7,

## BUSINESS BENEFITS

- On-the-fly, non-disruptive maintenance
- Zero-touch, automatic failover in case of disasters
- Robust system reliability, solid redundancy
- 100% data, 0% data loss
- Low administrative overhead
- Vast storage space savings through NetApp efficiency technologies

even globally, and can be centrally and remotely managed from a convenient interface. Using the NetApp architecture, administrators are able to serve the entire stack, including expanding volumes.

The MetroCluster setup replicates data, storing it on two separate locations for redundancy and resilience. As both the Fujitsu FlexFrame and MetroCluster are HA pairs, an automatic and seamless failover using ProLion ClusterLion can be triggered from the secondary data center should the primary one go down, without impacting customers.

Schuitemaker confirms, "A disaster recovery test of the data center infrastructure is performed annually. The system enables myBrand to do this using a live running system. Our trust in the MetroCluster system is so high that we don't even stop any production systems."

NetApp MetroCluster offers a zero RPO data recovery service from myBrand's private cloud, along with a minimal RTO, when combined with NetApp SnapCreator/SnapCenter software. Snapshots are kept on primary storage for a few days – to facilitate instant restore if necessary – and also on secondary storage for longer-term retention. Through NetApp efficiency features, the storage footprint and associated costs are reduced significantly. Schuitemaker confirms, "By deduplicating, compressing, and compacting the data, our backup volume is probably only 25% larger than our production volume, despite

the large amount of backup copies. I still think it is amazing how this technology works. For every gig of storage, we have 30 days of backups in 2½ gigs, resulting in cost savings."

Snapshot technology uses pointers to the actual files, avoiding duplication of identical files. End users, administrators, and operations teams are not impacted as only minimal system resources are used. According to Schuitemaker, "The solution manages itself, without any intervention." He praises the support he receives from both NetApp and Fujitsu: "If I make a phone call to NetApp, even in Germany, someone will always answer the phone and assist me. I highly appreciate that, and I think it is a unique experience." John Hoogenboom, Account Manager at NetApp, adds in turn that, "The collaboration with Fujitsu has been very valuable."

With NetApp snapshot capabilities, there is no longer a need to perform online backups, streaming backups, or disk-based backups, and the time-consuming process of creating, transferring, and restoring backups has been eliminated. NetApp SnapMirror/SnapVault software can even be used to create consistent SAP HANA backups. The integration between SAP and NetApp is seamless, which is reflected in the fact that backups are automatically logged within the SAP HANA database.

The Fujitsu FlexFrame platform enables myBrand to process new deployments, onboard new

customers, and scale up quickly, while increasing uptime.

## THE FUTURE VISION

With today's public clouds, new possibilities have unfolded to store data and run workloads not only within the private data center but also in public clouds. To leverage the benefits, myBrand is planning to extend its NetApp relationship.

To facilitate 10% autonomous growth in MetroCluster capacity and performance based on SSD/flash, myBrand plans to expand through both capital expenditures and capacity-based solutions to avoid risks.

To fully deliver on customer needs and maintain its mission of being the best-ranked SAP service provider in the Netherlands, myBrand will integrate public cloud into its portfolio. This will enable myBrand to offer the same services efficiently and consistently both in private and public clouds without adding complexity or administrative burden. In consultation with customers, myBrand consultants will match each customer's needs and budgets to a private, public, or hybrid approach.

To reach its goal, myBrand is planning to integrate NetApp Cloud Volumes ONTAP as well as Azure NetApp Files in its portfolio. The first tests have proven very promising and work as anticipated. The first customer has migrated successfully to Cloud Volumes ONTAP, which will enable

myBrand to use SnapCenter, SnapMirror, and SnapVault in the cloud.

Schuitemaker concludes, “We advise our customers based on our experience and knowledge, and we are convinced that we will need the NetApp software in order to reach this goal as it offers so much benefits to us. We have worked with NetApp for such a long time that we have gotten used to the simplicity that NetApp offers when it comes to online volume expansion or using Snapshot/SnapMirror – we are basically taking it for granted.”

## ABOUT FUJITSU

As a key partner and supplier, Fujitsu is myBrand’s first point of contact and plays a pivotal role in ensuring the myBrand environment remains compliant with SAP requirements. Fujitsu’s FlexFrame platform is one of few certified to run SAP and enables myBrand to offer a faster time to market compared to other SAP solutions as it is more flexible.

## SOLUTION COMPONENTS

### PRODUCTS

- NetApp MetroCluster
- NetApp ONTAP 9.x, Cloud Volumes ONTAP, Azure NetApp Files
- NetApp SnapCenter/SnapCreator/SnapMirror/SnapVault
- Fujitsu FlexFrame software and Fujitsu compute
- ProLion ClusterLion

### ENVIRONMENT

- Cisco networking
- SUSE OS
- KVM hypervisor

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