



Top-grading technology infrastructure in line with USG's commitment to working smarter

Any company that has celebrated its centennial knows a thing or two about adaptability and agility. For more than 100 years, USG has built a premier portfolio of groundbreaking construction and remodeling products, continuing to set new standards for productivity and efficiency. With a reputation for quality, service and innovation, USG has demonstrated its resilience through a commitment to work smarter and faster... all to help customers achieve their visions.

To help USG achieve its own vision, American Digital applied its extensive data center expertise to execute a forward-looking solution to enhance the productivity and performance of USG's technology infrastructure, positioning the company for rapid growth.

"American Digital was a valued partner who was fully engaged throughout the whole process. From the first meeting when we began to outline the project goals to final closure, American Digital was there to answer our questions and provide subject matter expertise when it mattered most. Even after the project completed, American Digital has continued to provide valuable input to help us fully leverage our investment."

– Larry Sullivan, USG Senior IT Manager

»» THE CHALLENGE

USG had separate applications running two distinct systems on two different storage platforms. Rather than addressing one expiring lease in isolation, USG took the opportunity to examine its overall infrastructure footprint. In line with its technology blueprint, the company was ready to retire its older technology in favor of greater functionality at a lower cost to maintain. USG's plan was to consolidate its internal resources and merge its separate environments into a single platform. Combining its teams to focus on a single technology would allow USG to maximize its investment.

»» THE SOLUTION

While USG's internal teams were experts at maintaining its legacy systems, their destination of Tier 1 technology represented new territory. They wanted to partner with a team that was not only familiar with a Tier 1 storage platform, but one that had outstanding expertise in data migration. To support a technology refresh of their data center in its entirety, USG selected American Digital as its partner.

American Digital brought experience with similar projects for multiple clients. Having also collaborated on a number of previous hardware/software refreshes and server OS migration projects with USG, American Digital had a proven track record and a strong bond of trust with USG. It was familiar with USG's environment, from servers to network to storage. The unknown for USG was the new proposed technology.

[more »»](#)

AMERICAN DIGITAL SOLUTION :: SNAPSHOT ::

Client

USG Corporation

Industry

Manufacturing and Distribution

Project Objective

Refresh data center technology and combine storage resources into a single platform to simplify management and maximize return on investment

American Digital Approach

Look beyond individual solution components to identify a more holistic way to enhance overall value

American Digital Solution

- Designed a new turnkey storage solution to move from XP/EVA (HPE storage) to 3PAR HPE storage
- Provided storage services to consolidate two separate storage solutions operating different technologies into a single storage solution

Technology Improvements

- Enhanced performance and capacity scalability of the new platform
- Established highly available, bullet-proof functionality

Business Benefits

- Reduced operating costs
- Simplified and streamlined management of storage resources into a single, consolidated platform
- Provided greater agility

“American Digital approached our project like a true partner. They weren’t trying to sell us products. They listened to our requirements, understood our project goals and helped design a solution that made sense both financially and technically,” recounts USG Senior IT Manager Larry Sullivan.

American Digital conducted a comprehensive initial assessment of the storage and server environment at no cost to USG. As an HPE Premier Partner, American Digital also created numerous opportunities for USG managers — at every level — to hear from HPE executives about what the company was doing with storage technology and where HPE was going in the future. According to Sullivan, “A lot of similar vendors have similar capabilities, but we have a strong partnership with American Digital and now, HPE. Knowing that HPE’s future road showed a clear path to 3PAR storage technology convinced us we had the right solution.”

American Digital solution architects put together a detailed design and migration plan, which was executed seamlessly by American Digital engineers. With the full cooperation of USG technologists, American Digital migrated USG’s various OS platforms from HPE’s XP and EVA storage arrays to HPE’s 3PAR storage solution. No production outages occurred, and the migration was transparent to all USG users. With knowledge transfer a standard value-add for every solution delivered, American Digital consultants worked hand in hand with USG administrators to ensure they had a high comfort level with the 3PAR InServ Management Console and associated software suites.

» THE RESULTS

In moving from two separate storage platforms into one consolidated, higher-performance platform, USG has realized benefits on multiple levels.

- **Financial:** With one common lease for both its Windows and Open Systems environments, USG is reaping the financial benefits of better expense management and cost savings for greater capacity.
- **Performance:** The new storage solution offers minimum downtime for both production and non-production environments.
- **Flexibility:** The streamlined solution allowed USG to manage its storage solution with existing resources, making it both easier and more efficient to operate. The solution also increased USG’s ability to leverage its storage capacity more effectively.

Overall, the solution implemented by American Digital allows USG to be more agile as it adjusts to competitive forces and market trends. “American Digital offered the whole package: partnership, flexibility, technical expertise and a proven track record. All-in-all, I see the solution as providing great value to USG,” says Sullivan.



AMERICANDIGITAL

Corporate Headquarters:

25 Northwest Point Blvd, Suite 200
Elk Grove Village, IL 60007

T: 847-637-4300
F: 847-919-8468
Toll-Free: 877-220-5321
www.americandigital.com



Hewlett Packard Enterprise

©2014 American Digital. All rights reserved.