

# SHIFT TO BLADES SPEEDS UP AND SIMPLIFIES IT

Precision Automation and Robotics India Ltd reduces server footprint by 50 percent and energy costs by 30 percent



Precision Automation and Robotics India (PARI) is one of the largest global automation companies in the world. The company is headquartered in Pune in the state of Maharashtra and employs over 900 people across eight regional service centers located around India. PARI has installed over 1,000 automated solutions worldwide and offers complete turnkey solutions from conceptualization, design and manufacturing to supporting advanced factory automation systems across a wide range of industries, including: automotive; fast moving consumer goods; farm equipment; and consumer durables.

## SOLUTIONS

- SERVER CONSOLIDATION
- VIRTUALIZATION



## CUSTOMER PROFILE

**COMPANY:** Precision Automation and Robotics India Ltd

**LOCATION:** India

**INDUSTRY:** Manufacturing & Logistics

**FOUNDED:** 1990

**EMPLOYEES:** 940

**WEBSITE:** [www.parirobotics.com](http://www.parirobotics.com)

## CHALLENGE

Precision Automation and Robotics India Ltd (PARI) was experiencing strong business growth and wanted to move to a centralized IT platform to support its existing applications and future expansion, while maximizing resources and reducing costs for the future.

## SOLUTION

Dell Global Infrastructure Consulting Services worked with PARI to implement an infrastructure based Dell™ PowerEdge™ blades running virtualization and Dell/EMC SAN array.

## BENEFITS

### Get IT Faster

- Apt situation assessment followed by quick deployment of virtualization licenses

### Run IT Better

- Dell blade servers help reduce IT maintenance requirements by 50 percent, and energy costs by 30 percent
- Dell blade solution centralizes IT management
- Virtualized Dell solution helps provide optimal use of processing power

### Grow IT Smarter

- Blade servers with virtualization helps PARI reduce physical server space by 50 percent
- Dell solution helps reduce total cost of ownership by 40 percent



## **“WE REQUIRED A VENDOR THAT COULD PROVIDE AN INTEGRATED SOLUTION, AND **DELL WAS A PERFECT CHOICE DUE TO ITS STRATEGIC PARTNERSHIPS.**”**

Mangesh Kale, managing director, PARI

### **HOW IT WORKS**

#### **HARDWARE**

- Dell™ PowerEdge™ M600 blade servers with Intel® Xeon® processors
- Dell PowerEdge M1000e enclosure
- Dell/EMC CX3-10c SAN

#### **SOFTWARE**

- Dell OpenManage™ Systems Management
- Symantec™ NetBackup™ Server Enterprise server v6.5
- VMware® ESXi Server 3.5

#### **SERVICES**

- Dell Global Infrastructure Consulting Services
  - Deployment Services
  - Custom Factory Integration (CFI)

PARI was established in 1990 and is one of the world's leading providers of automation and robotic systems. PARI offers manufacturing automation solutions for a wide range of applications, including: machining line automation; gauging line automation; BIW lines; assembly automation lines; material handling; and high tech custom automation. The company has a state-of-the-art 196,000 square foot facility in Pune as well as sales and services presence in the United States and Europe.

PARI was experiencing rapid expansion and forecasting strong continued growth. The company's IT administration was spending considerable time on IT management. Furthermore, existing environment resulted in high power consumption, requiring the company to buy a large number of uninterruptible power supply (UPS) systems to ensure high availability of its servers.

The company wanted to improve power consumption, reduce the component quantity of its IT infrastructure, and increase the reliability of the data center. Any solution

deployed to meet these needs had to be flexible enough to support multiple existing server-based enterprise solutions, such as PLM, ERP and BPM software management. The solution also needed to support file server and mail server applications, while also being highly scalable to meet company growth.

PARI's specific requirements for the new infrastructure included high bandwidth for local area network (LAN) connectivity, increased server processing power, the ability to scale processing power quickly, and ease of deployment of additional servers. To meet these requirements, PARI decided to implement a blade server system. The company also wanted to use a single vendor that could provide the solution as part of an integrated IT approach for the entire organization.

PARI evaluated solutions from three companies including Dell. Based on its evaluation, PARI chose to deploy a Dell™ PowerEdge™ M600 blade server system integrated VMware® ESXi Server 3.5. “We required a vendor that could provide an



**“THE CENTRALIZED APPROACH TO SERVER MANAGEMENT IS A GREAT BENEFIT TO THE COMPANY. COMPARED TO THE PREVIOUS SOLUTION, OUR ENERGY SAVINGS ARE 30 PERCENT.”**

Mangesh Kale, managing director, PARI

integrated solution, and Dell was a perfect choice due to its strategic partnerships,” explains Mangesh Kale, managing director, PARI. “After speaking to Dell we realized that the blade servers with virtualization were the best fit for our needs, and provided a great price per unit. Dell also offered excellent pre-sales support and answered all our questions. The Dell Consultants worked directly with us rather than through a third party or agent, which gave us further confidence,” he adds.

#### **DELL SERVICES FACILITATES SMOOTH IMPLEMENTATION**

PARI worked with Dell Global Infrastructure Consulting Services and Dell Custom Factory Integration to deploy the Dell blade solution and VMware software. Dell Consultants ensured a smooth implementation of the entire system through their involvement in the assessment, planning, and initial design phases. “Dell completed the project on schedule and met our storage specifications precisely,” Kale comments.

#### **DELL/EMC STORAGE AREA NETWORK HELPS IMPROVE AND SIMPLIFY STORAGE MANAGEMENT**

A Dell/EMC CX3-10c SAN was chosen to solve the problem of over-provisioning of storage capacity and storage sprawl. The SAN helps improve storage capacity utilization, simplify storage management, and enable PARI to achieve full benefits from their virtualization setup.

PARI is currently using eight terabytes of storage, which can scale up to a maximum of 60TB. When additional physical storage is required, disk drives can be easily added to the central storage pool, to help reduce the time and effort required to provision extra storage. “Consolidating our storage infrastructure has led to a more efficient management of data storage by IT administrators,” says Kale.

#### **IT MAINTENANCE REDUCED BY 50 PERCENT**

PARI has realized a 50 percent reduction in IT maintenance through simplified

management and can now manage access to servers through a single console. The blade system is helping to improve control and simplify management of servers, and enables the company to scale servers when the need arises. With this approach, further energy savings can be attained. Kale comments, “The centralized approach to server management is a great benefit to the company. Compared to the previous solution, our energy savings are 30 percent.”

#### **VIRTUALIZED DELL SOLUTION HELPED REDUCE ENERGY CONSUMPTION BY 30 PERCENT**

Virtualization has been simplified through the factory integration of VMware ESX Server to Dell blade servers. PARI can receive VMware capabilities and migration of virtual machines through virtualization-ready server configurations. With virtualization, PARI has reduced physical server space by 50 percent and energy consumption by 30 percent. The company has also reduced downtime due to overload,

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improved IT infrastructure management, and accelerated future planning.

“Our Dell virtualization solution has helped reduce the total cost of ownership of the project by 40 percent. The cost per unit and maintenance cost has been reduced and this has definitely been helped by using a single vendor. There is a high level of satisfaction with the Dell blade servers and storage systems, and we plan to order again,” comments Kale.

The Dell virtualization solution has helped PARI simplify its IT operations, makes it easy to manage and maintain. “We are definitely seeing benefits from the speed of the

operations, reliability of the Dell/EMC SAN array, and smooth operation of the Dell blade servers,” says Kale.

**For more information on this case study or to read additional case studies, go to [www.dell.com/casestudies](http://www.dell.com/casestudies) and [www.dell.co.in](http://www.dell.co.in)**

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