

Realizing Growth Through Virtualization



Challenge:

Increase the availability and robustness of IT infrastructure to optimize performance and reduce overall IT costs.

Solution:

Implemented a redundant, highly available virtualized environment.



Upgraded Infrastructure



Reduced Costs



Business Growth

Since their start in 1983, Hatteras Press' driving principle has been customer-focused excellence. That unwavering focus has driven rapid growth and national recognition in both print and digital media. Innovation is at the forefront of their growth and significant investments in a new facility, state of the art digital presses and intellectual assets have helped designate Hatteras as an industry leader. According to Vince Gathmann, Senior VP of Technology, Hatteras needed to increase the availability and robustness of their backend IT infrastructure with the intent of reducing cost and increasing the responsiveness to new customer-facing technologies.

Hatteras engaged Radiant Resources to complete an extensive infrastructure assessment of their current IT environment. "Having worked with Radiant before, I knew their capability and expertise," said Vince. "We were in a growth stage and we needed updated infrastructure to support our business goals." Together, Radiant and Hatteras put a strategy in place to create a robust scalable environment that would allow Hatteras to react quickly to new technology requirements.

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Vince Gathmann
Senior VP of Technology

Project Outcomes:

- Reduced operational expenses and total cost of ownership
- Highly available virtual infrastructure
- Robust backup with reliable recovery
- Flexible, scalable systems
- Simplified management and administration

Project Details:

- Migration to a virtual infrastructure
- Implementation of converged 10gb network
- Versatile and highly scalable shared storage
- Upgraded backup solution to increase reliability
- Roadmap for growth

Implementing a redundant, highly available virtualized environment was at the heart of the strategy. The work started with an upgrade of some of Hatteras's most important applications, including MS Exchange for email and Veeam for backup. Virtualizing Hatteras' aging servers was also a critical component of the plan. Using VMware clustering to consolidate to just four physical servers, Hatteras gained a much higher level of agility and data protection, while reducing costs. The new environment positioned IT to quickly respond to internal service requests. "The virtualization was a big success due to the talent from Radiant Resources," says Gathmann. "The physical to virtual server migration went really well, and there were no problems. This was a critical aspect of the project and Radiant made it very easy."

Older SAN hardware was replaced with newer, more efficient storage. "Radiant seamlessly migrated our data from the old SAN to the new storage," said Gathmann. Radiant also upgraded Hatteras' network ten-fold. Despite the complexity of the project, Hatteras was able to avoid disruption to their users and minimize downtime.

As a result, Hatteras was able to align their business goal of increasing growth with the IT goal of virtualization to minimize costs and increase efficiency. "As a relatively new customer, we are very happy to have formed a relationship with Radiant Resources," said Vince. "They have become a trusted advisor and partner." After the success of the server virtualization, the next logical step for Hatteras is to virtualize the desktop computing environment.

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