



**RETAIL MANUFACTURING  
AND DISTRIBUTION**

- **CLIENT**  
Old Dutch Foods, a family-owned snack food manufacturer
- **CHALLENGE**  
Ensure that plants run uninterrupted and products are delivered as efficiently as possible
- **SOLUTION**  
Two Vblock® System 300 platforms, running JD Edwards, MS Exchange, mobile device apps; the other for a backup site with replicated applications and data, plus test/development
- **RESULTS**  
Enhances IT's responsiveness to business requirements. Enabled shift to real-time inventory. Reduced CapEx and OpEx costs. Provides 99.99 percent uptime.

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## VCE PROVIDES OLD DUTCH FOODS A FRESH WAY TO MAKE AND DELIVER ITS QUALITY SNACKS

**RELIABLE, SCALABLE [VBLOCK® SYSTEMS](#) SUPPORT BUSINESS GROWTH BY ENHANCING AGILITY, REDUCING COSTS, AND MITIGATING RISK**

Founded in 1934 in the Twin Cities in Minnesota, [Old Dutch Foods](#) delivers a broad selection of snack foods to retailers in the Upper Midwest states and across Canada. Customers include grocery and convenience stores, mass merchandisers, and vending machine operators that carry the company's wide-ranging products from potato and tortilla chips to pretzels and popcorn.

Old Dutch has always used hand-selected, natural ingredients to make its snacks, and led the way in the creation of healthier alternatives with its Snack Wise line—including options such as 0g trans fat, 0g saturated fat, 0g cholesterol, no MSG, low-fat, low-sodium, gluten-free, and kosher snacks.

### The Challenge

To ensure that its products are as fresh as possible when they reach consumers, Old Dutch operates six plants located in close proximity to its marketing areas.

"The biggest challenge from a business perspective is to get the right products to the right places at the right time," said Tom Nollan, Director of IT for Old Dutch Foods. "Our products have a limited shelf life, and we always want the freshest products in consumers' hands."



“If we had an IT outage, our plants would come to a halt. Within hours, all inventories would have to be scrapped. That represents a significant amount of money. The two **Vblock Systems allow our plants to stay up and running.**”  
— Gary Bimson, Network Manager, Old Dutch Foods

“We have a small IT staff and the **minimal maintenance time required for Vblock Systems** allows us to work on projects that help grow our business rather than just ‘keep the lights on’.”  
— Tom Nollan, Director of IT, Old Dutch Foods

Network Manager Gary Bimson described how that had created challenges for Old Dutch’s IT team. “We were operating one data center with physical servers using batch processing, so our inventory wasn’t updated until the end of the day. We had experienced power outages, hardware failures, and disk failures. The disaster recovery process was approximately two weeks. With our relatively small IT team, it was pretty much a nightmare.”

When the IT resources went down, the plants went down. Workers were idled and the cooking process could only be halted for a few hours before the ingredients would spoil.

### The Solution

Within 45 days from purchase, Old Dutch received two [Vblock 300](#) family platforms with eight Cisco UCS blade servers, EMC VNX5500 storage arrays, and VMware vSphere 5.0 software. The Vblock Systems were pre-integrated, tested, and validated before delivery—allowing Old Dutch to get them into production one month after receiving them.

A second data center was set up as a co-location for [backup and recovery](#), as well as for testing and development. All applications and data are backed up using EMC Avamar and continuously replicated to the backup site with the help of EMC RecoverPoint software—so the production site can be brought up within two hours or less using VMware Site Recovery Manager, if a failure occurs.

Key applications include [Oracle’s JD Edwards EnterpriseOne](#) for enterprise resource planning (ERP), Oracle Essbase for business intelligence, and Microsoft Exchange. In addition, route salespeople are now equipped with rugged, handheld mobile devices that allow them to track inventory and pricing in real time, place orders, and generate invoices. This is all managed by DSI’s Mobile Enterprise Platform, running on the Vblock Systems.

### The Results

Old Dutch Foods selected [VCE](#) because Vblock Systems improve the productivity of its IT team, and will efficiently scale and accommodate for future technologies as the company grows, while being implemented quickly and easily. Specific benefits include:

- Increased agility by enabling new servers to be implemented in one and one half to two hours, rather than 10 to 14 hours in the past.
- Reduced CapEx by allowing its application set to expand without procuring new hardware and having storage thin-provisioned across all servers, so it can be more easily shifted when needed.
- Seamless implementation of a major data collection project to improve plant efficiency, inventory management, and compliance with food safety regulations. This project will increase the volume of transactions processed by 220x and data stored by about 7x—without a substantial increase in storage cost.
- Reduced OpEx and simplified operations by reducing person-hours needed for infrastructure maintenance by 75 percent—allowing more time for business-value creation.
- Decreased risk by delivering 99.99 percent uptime so plants can stay up and running.
- Reduction of the backup window from 24 to 26 hours to five to eight hours, and shortening of the estimated recovery time for Tier 1 applications from two weeks to two hours.

