



PHARMACEUTICAL

- **CLIENT**
Purdue Pharma L.P., a privately held pharmaceutical company known for its pioneering research on pain
- **CHALLENGE**
Maximize the effectiveness of a lean IT team, enabling staff to respond promptly to business-unit requests and improve the user experience
- **SOLUTION**
Vblock™ Systems running virtualized applications and hosting disaster recovery solution, with IT infrastructure managed by VCE
- **RESULTS**
Streamlined the cost-effective rollout of core infrastructure and allowed Purdue to maintain a smaller IT team

VCE PROFESSIONAL SERVICES HELP PURDUE'S IT TEAM FOCUS ON CREATING BUSINESS VALUE

SERVICES SPEED IMPLEMENTATION OF CORE INFRASTRUCTURE AND CUT OPERATIONAL COSTS

In 2010, Purdue Pharma identified a number of technology challenges the company would face without action. The company had outgrown its data center and needed to upgrade its server architecture to achieve business goals. In addition, Purdue was increasingly at risk due to an outdated tape backup solution that could require weeks to fully restore most applications.

To address this, Purdue purchased one of the first Vblock™ Systems from VCE, featuring a truly converged architecture bringing together compute, network, storage, and virtualization technologies into a fully integrated system. The company also turned to VCE for its professional services.

“VCE made implementation of the core infrastructure simple,” said Stephen Rayda, Chief Technology Officer of Purdue Pharma. “In addition, relying on VCE managed services has allowed our staff to focus on adding business value for end users.”



“VCE is a great resource— they typically know our problems before we even call them. Plus, it’s wonderful when my IT team comes in on Monday well rested and ready to go because they haven’t had to work on infrastructure projects all weekend.”

— *Stephen Rayda*
Chief Technology Officer
Purdue Pharma L.P.

The Challenge

When Purdue chose VCE to transform its core IT with the advanced converged infrastructure of Vblock Systems, Rayda knew the project would require a fundamental transformation of the company’s people, process, and technology.

In the past, Purdue’s IT team had focused more on the back-end infrastructure rather than responding to business-unit requests and enhancing the user experience. Highly skilled level-3 people were spending too much time on routine level-1 and level-2 tasks such as responding to alerts. Effort was also being wasted engineering infrastructure solutions that VCE had already built into Vblock Systems prior to shipping.

The Solution

VCE professional services specialists not only quickly rolled out the pre-integrated, tested, and validated Vblock Systems once they arrived at Purdue’s data center, but were also tapped to provide a full range of managed services going forward. These services include tasks such as service-level management and reporting, request fulfillment, incident management, change management, and sizing and configuration.

VCE and Purdue’s global technology integration partner quickly ramped up their knowledge of Purdue’s business by participating in regular operational meetings. VCE attended all meetings involving Vblock System-related matters as if they were part of Purdue’s staff.

“Today, almost three years later, there’s still a clear understanding about what we expect from each other,” Rayda remarked.

The Results

By providing risk-free, reliable deployment and implementation as well as ongoing managed services, VCE has delivered a number of benefits to Purdue:

- Eliminating time-consuming tasks such as adding or modifying virtual machines (VMs), creating a new storage pool, or updating switches, routers, and service profiles—at less cost to Purdue.
- Enabling Purdue’s highly skilled IT professionals to focus on responding rapidly to application-owner needs, porting business-critical applications, or improving the end-user experience—rather than on dealing with the IT infrastructure.
- Allowing the company to maintain a far leaner IT staff of 15 to 20 individuals that— together with the savings of a smaller, more efficient virtualized data center—are expected to slash operating expenses significantly over a five-year period.
- Completing each rollout of new or upgraded Vblock Systems within a few business days—with recent conversions of first-generation Vblock Systems to newer Vblock System 300 and Vblock System 700 accomplished without interruption or downtime.
- Integrating the VCE managed services team with Purdue’s IT staff to provide multiple perspectives on any issues that may arise—leading to faster resolution.
- Making it possible for Purdue’s infrastructure to be efficiently managed from anywhere—adhering to industry standards such as ITIL and CMDB— so resources can be better allocated and applied.
- Helping Rayda and his IT team sleep better at night because VCE managed services and the ease of migrating VMs running on Vblock Systems have significantly reduced infrastructure related outages.
- Vblock-Qualified managed services team also delivers significant value to Purdue through application development and application-level monitoring.



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