# CASE SCENARIO – GEL BRIEF

## The Customer

Global Enterprise Laboratories (GEL) is a national healthcare company.

Created in 1962, GEL has become a recognized leader in the healthcare industry. With over 5,000 employees and a range of premium health-care programs and educational services to over 1.5 million customers.

GEL 'merged' with major pharmaceuticals company Drewer Robinson (DR) in 2009.

DR is a leader in the pharmaceuticals industry with reported revenues of over $1 billion and over 10,000 staff.

Due to financial market changes, cost of real estate and general financial pressures, GEL recently made more than 1,000 employees redundant. This decision received negative publicity plus their share price took a battering.

At the beginning of the month, GEL announced it was putting a freeze on all non-essential capital expenditure.

## CurrentIT Data Storage Infrastructure

GEL is recognized as a major subsidiary of DR and has retained an independent IT infrastructure since the merger took place. Despite the current turbulent market over the past 10 years, GEL has experienced tremendous growth.

Global Data Systems and Storage (GDSS), a channel partner, have implemented a number of independent storage systems plus provide ongoing maintenance and patch upgrades.

GEL currently operates the following application systems*:

- Microsoft SQL 2005 – LUN layout based on SystemDB, TempDB, User DB and Transaction log databases
- Microsoft Exchange Server 2007
- VMware ESX Server
- UNIX and Windows File Services

*GEL do not currently have a Fibre Channel Storage Area Network (FC-SAN) - all storage is direct attached

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## The Issues

GEL's need for data storage is growing faster than subscriber growth.This is due to the company's growing use of data and applications, and increasing regulatory and compliance requirements.

Discovering new molecules is critical for the future assets of a pharmaceutical company. However, bringing a molecule from discovery to manufacturing is a long and costly process that implicates three development clinical test phases, plus the filing of a New Drug Application (NDA) and then final approval by governmental authorities. The efficiency of this process (or lack thereof) is placing increasing pressure on GEL's IT.

Some database driven products are also taking too long to come to market using the existing IT infrastructure.

Among the important applications that require access to multi-terabyte data volume is the company's automated enrollment process, on-line applications for benefits maintenance, health-management system, the internal GELWeb home page and associated portal for human resources information.

A GEL Bio-Scientist was recently quoted on BioITWorld saying "The architecture must be of robust enough design to solve three bottlenecks:

1. Storage bandwidth,
2. Computational analysis,
3. Data retention/migration policies."

### Issues Summary

In short, GEL's storage infrastructure is struggling to meet their dramatically expanding storage needs, and is constantly reliant on GDSS to provide back-up support and data recovery – a critical issue.

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## The Opportunity

**Rob Stanley**, an Account Manager for NetApp, previously worked with DR on a separate project involving the millennium Y2K changeover. He moved to NetApp from Microsoft 3 years ago and has maintained an informal relationship with the DR people over the past few years.

During October last year, Rob attended a regional Open Storage Event.

At the midday break, Rob introduced himself to **Dr Sue Berringer**, IT Manager for GEL IT Technical Services and they chatted about GEL's storage infrastructure and some of the current trends in the pharmaceutical industry. Afterwards they exchanged business cards and kept in touch.

Rob has since developed a business relationship with Sue, discussing the storage infrastructure issues GEL is facing.

In their last meeting at GEL, Rob was introduced to Sue's boss, **Bob Hopkins** (GEL's Chief Information Officer) who said he was open to solutions that would address the frustrations created by the technical issues at GEL.

Rob was also briefly introduced to **Caroline Baxter** (GEL's Chief Financial Officer) who said that she "understands Bob's challenges but she cannot approve new CAPEX spending without clear cut and significant short and long term cost savings to the company".

Rob indicates that he will put together a document outlining a conceptual solution for Sue to present.

Rob and Nick Dalgleish, a systems engineer, recently undertook a detailed analysis of GEL's data storage infrastructure and sent the following email to Mike Thompson (Professional Service Engineer).

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**From:** Stanley, Rob
**To:** Thompson, Mike
**Cc:**DalgleishNick
**Subject:** GEL Opportunity
**Importance:** High

Mike,

Nick and I visited Global Enterprise Laboratories last week to analyze their data storage infrastructure. Nick will give you a more detailed outline of our findings. I need to get a HW+SW+PS quote to GEL by the end of this week.

Systems in place are:

a) Microsoft SQL 2005
b) Microsoft Exchange Server 2007
c) VMwareESX Server
d) UNIX and Windows File Services

There is no FCP, so need to implement tech solutions for SQL, Exchange, Oracle, Group Dirs and Home Drives, plus anything else they have in place. This will be a pure dedicated IP storage environment.

There is no backup to disk. I am not sure what remote backup requirements are required for remote Windows Servers; please investigate with Nick before forwarding the SOW to me.

Getting the quick start storage framework in place is a key component on our proposal. I need a ball-park figure in the SOW to put forward as part of the proposal to GEL. We need to be tight on the figures, as EMC may also jump in with their own proposal. We don't want to get into a bidding war, so I need our rock bottom estimate for this one.

Please call if you need any more information.

**Rob Stanley**
Account Director

**NetApp**
Rob.Stanley@netapp.com
www.netapp.com