



ORWO Net GmbH

Performance Enhancement Through New Infrastructure



A tailor-made solution from Fujitsu enables the photo service provider ORWO to benefit from a stable platform and maximum functionality. The IT consultancy CosiFan Computersysteme successfully implemented the new technology with minimal disruption to their business processes.

Challenge

ORWO Net GmbH was looking for an infrastructure solution that could handle virtualization for a larger number of servers while simultaneously offering storage virtualization. A key objective was to minimize production downtime.

Solution

After preparations on a test platform, the virtualized data storage was migrated to the new UVS systems of the FUJITSU Server PRIMERGY RX2530. Leveraging the integrated storage virtualization of the UVE, data from external storage systems within the SAN was seamlessly reintegrated and made available for use.

Results

- Migration of over 100 VMs to new hypervisor nodes (UVC) following the upgrade of the UVE (Unified Virtualization Environment)
- Cost-effective HCI solution
- Consistently low storage latencies

„Since we rely on stable data availability in production, it is essential to ensure that large volumes of data are highly accessible and efficiently managed across multiple storage systems.“

Dr. Björn Schwarzbach, Chief Operating Officer, ORWO Net GmbH

Industry:
Large-scale photo laboratory

Country:
Germany

Website:
orwonet.de

Employees:
340

The Customer

ORWO Net GmbH, one of Germany's foremost photo service providers with a rich tradition and cutting-edge manufacturing technologies, specializes in producing photo calendars, photo books, digital and analog photo prints, as well as innovative print products for the gift and decor sector. Based in Saxony-Anhalt, the company serves end customers of well-known retail brands across Germany and in selected European countries.



Traditional brand relies on long-standing partners and fail-safe systems

ORWO is a brand known for its commitment to quality, reliability, and expertise in the photographic sector. For 25 years, ORWO Net GmbH has relied on the Fujitsu partner CosiFan Computersysteme GmbH.

Two SPARC servers, Fujitsu M10-4, which had been in use as database machines alongside the NetApp FAS 8040 HA and Fujitsu ETERNUS AF250 storage solutions, have served as the virtualization heads (UVS) of the OSL UVE since 2014.

OSL's platform-neutral technology stack "Made in Germany" offers well-considered, straightforward, and intelligible solutions with a direct route to the desired outcome. The offering spans from an HCI for VM operations to an integrated storage virtualization and clustering engine, all the way to a comprehensive solution for traditional data center environments supporting OLTP workloads, including databases, SAP HANA, and more.

Fifty-four blade servers from the PRIMERGY BX920 series were connected as clients (UVC – hypervisor nodes), providing the platform for numerous virtual machines in production. After years of service, these physical servers needed to be replaced – once again explicitly with Fujitsu systems, as their reliability and functionality had left a lasting impression well beyond their expected lifecycle.

Production processes rely on stable data availability

A solution was needed that not only supported virtualization for a larger number of servers but also offered storage virtualization. "Since we rely on stable data availability in production, very large volumes of data must be highly available and seamlessly managed across multiple storage systems. The OSL UVE has been operating without downtime for over ten years and, since 2022, has run on a technically updated server generation," explains Dr. Björn Schwarzbach, Chief Operating Officer of ORWO Net GmbH.

Another challenge was to implement the new technology in a very short period of downtime. The virtualised data storage had to be migrated to the ten new PRIMERGY RX2530, which were redundantly distributed across two server rooms. A test platform was first set up with a loaned PRIMERGY RX2540 as a UVS, after which the technical conversion and VM relocation could take place. The integrated storage virtualisation of the UVE enabled the data from external storage in the SAN to be used on the relocated VMs. As part of the modernisation process, over 100 VMs were moved to new hypervisor nodes (UVC) following the UVE upgrade.

With the new setup and the accompanying scaling possibilities, ORWO Net GmbH has invested in its future. Additional UVCs can be seamlessly added to accommodate increased computing needs, while storage can be expanded independently without modifying the existing UVCs. This HCI solution provides the advantages of virtualized central storage and is significantly more cost-effective than traditional HCI solutions that integrate storage within hypervisor nodes.

Customer:



Partner:



Technology Partner:



Fujitsu

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