



## CUSTOMER STORY

**CUSTOMER:** Carpenter Industries

**CHALLENGE:** To reduce latency and increase storage capacity in a cost-effective manner.



Carpenter Industries encompasses approximately 300,000 square feet of manufacturing, warehousing, and retailing.

*“A few months ago we had an issue right before an ice storm hit our area. A StorAID representative promptly came out to fix the issue and he stayed until he was sure we were back up and running before returning home in the middle of the storm. I’ve never had a company do that before.”*

- **Donavon Yelton,**  
IT Manager  
Carpenter Industries

## StorTrends Helps Restore Carpenter Industries

As a family owned and operated company, Carpenter Industries has been making Ford restoration parts for over 46 years. It all started when Dennis Carpenter hand poured the plastic dash knobs for his 1940 Ford convertible in his home. Demand for the knobs was strong because no one had ever made factory correct replacement knobs, and good originals were impossible to find. Right there in the Carpenter family home, the business was birthed, soon thereafter, Dennis Carpenter purchased his first injection molding machine for making large runs of higher quality knobs.

As the business grew, the product line expanded to manufacturing rubber seals, rubber bumpers, die cast chrome parts and metal stamped parts. In 1998 Ford granted Carpenter Industries the honor to use the original Ford factory tooling for many parts that are made now. After over 40 years, Carpenter Industries has over 160 employees at its facility making and selling quality Ford parts.

### Making the Switch to StorTrends

Over the years Carpenter Industries product line has grown to over 11,000 different classic Ford parts. As a result of storing numerous CAD files needed to create custom products and 65 VDI deployments, IT Manager Donavon Yelton noticed the Dell storage unit in place was quickly reaching maximum capacity and causing the department to experience high latency. After contacting Dell regarding a failed controller, Yelton became dissatisfied with the limited support he received. Disappointed but not disheartened, Yelton began to seek out new alternative options. After looking around and seeing offerings from new fly-by-night vendors who may or may not be around in a few years and over-priced storage units provided by the big names, Yelton came across StorTrends by American Megatrends. Upon hearing and reading various satisfied customer reviews from real StorTrends customers, Yelton had the confidence to take the StorTrends plunge. Immediately after the StorTrends appliance was configured Yelton saw a drastic reduction in latency. “Immediately we saw the latency go down, attributed to the SSD caching ability of the StorTrends unit” said Yelton.

### Unparalleled Service & Support

Overall Yelton and the IT department at Carpenter are very pleased with the StorTrends appliance but according to Yelton, one of the best benefits of being a StorTrends customer is the service and support of StorAID. “A few months ago we had an issue right before an ice storm hit our area. A StorAID representative promptly came out to fix the issue and he stayed until he was sure we were back up and running before returning home in the middle of the storm. I’ve never had a company do that before,” said Yelton. Ironically the department had previously experienced a similar issue with the defunct Dell server, but it took Dell nearly two weeks to admit fault before finally addressing the issue.. With great products and great support StorTrends helps great companies like Carpenter Industries continue to flourish and do great business.

For more information on Carpenter Industries,  
please visit: <http://dennis-carpenter.com/>

For more information about how StorTrends can help your organization,  
please call AMI at 1-800-828-9264 or visit: <http://stortrends.com>