StorTrends ®
Performance Storage. Proven Value.

CUSTOMER: National Fish & Seafood

CHALLENGE: Creating a resilient yet affordable environment that is capable of keeping up with rapid data growth.

National Fish & Seafood provides a full line of seafood products to restaurant chains, food wholesalers and distributors, as well as supermarkets.

StorTrends offered the type of resiliency and redundancy National Fish & Seafood was looking for.

National Fish & Seafood Anchors Data with StorTrends® Redundant and Resilient Data

The Key to National Fish & Seafood's IT Strategy

A division of PACIFIC ANDES, National Fish & Seafood (National) is one the country's most trusted and recognized seafood suppliers. Based in fabled Gloucester, MA, National provides a full line of seafood products to restaurant chains, food wholesalers and distributors, as well as supermarkets – everything from frozen breaded fish to premade seafood appetizers and shrimp.

National's value to its customers is directly related to the relationships its buyers have built over the years with fisheries and markets across the globe. They leverage them on a daily basis to ensure that only the most fresh and sustainable products make it to market under the National brand.

Data Growth - As Fast as a Bluefin Tuna

Today's reality of unabated data growth affects every industry, large and small. Food suppliers and distributors are certainly not immune. Take National, for instance: utilizing a large implementation of Infor Adage™ ERP software, has buyers across the globe managing thousands of supplier and partner records, teams in Gloucester managing hundreds of transactions each day and a highly sophisticated supply chain with hundreds of touch points, product SKUs, etc.

All of these systems and activity creates a veritable "school" of data . . . one that can be as slippery to manage as a freshly caught flounder.

To help keep the front of the business running smoothly, National made the decision a few years back to transform portions of their physical server environment to a virtual one. The goal wasn't just cost reduction. National wanted and needed resiliency as well - resiliency in terms of data protection and resiliency to support business changes and increased scale.

When it came time to find a Storage Area Network (SAN) hybrid environment, National again put resiliency - and affordability - at the top of the list. Requirements were then given to National's IT services partner of record, who got straight to work evaluating different solutions. At the end of their process, StorTrends from American Megatrends, Inc. (AMI) was at the top of the list.

National Fish & Seafood Selects StorTrends

When comparing solutions, the IT services company found that the StorTrends array – utilizing two single controller units in an HA configuration – offered the type of resiliency and redundancy National was looking for. The HA configuration provided the requisite redundancy and failover protection in the event of disruption, automatic data tiering and Zoned Bit Recording for performance, a very easy-to-manage interface through the ManageTrends™ software GUI, and certified integrations with Microsoft® Hyper-V™.

According to National's IT Director, Andrew Marenghi, the solution's value was the tipping point for StorTrends. "When we sat down with out IT services partner to review options, it became clear that StorTrends was the right choice for our business. The StorTrends array had the specific capabilities we were looking for, the integration with Hyper-V, and a price tag that was much less than we anticipated. A true value."

American Megatrends

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CUSTOMER STORY

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- Andrew Marenghi,
IT Director,
National Fish & Seafood

To date, the HA configuration has lived up to its promises. Its failover capability was tested on one occasion and easily met the challenge, allowing National to quickly recover and get back up and running. I/O performance has been good, and as National administrators have found, creating new volumes through ManageTrends is as easy as catching cod in a barrel.

Marenghi notes that "we're very happy with our StorTrends decision. I'm satisfied with performance and I really like the software GUI. The array is fully battle-tested, and works seamlessly with Hyper-V. Best yet, we've seen a reduction in data storage costs since implementing the StorTrends array."

Thanks to StorTrends, National is well situated to weather future data storms. It looks like smooth sailing ahead.

For more information on National Fish & Seafood, please visit: http://nationalfish.com

For more information on StorTrends from American Megatrends, Inc., please visit: http://www.stortrends.com

IT Quick Facts:

- **Industry:** Food Distribution
- **Virtualization:** 3 Microsoft® Hyper-V™ Servers
- **Storage Capacity Requirements:** 9 TBs
- **Primary Storage Solution:** 2 StorTrends Arrays in an HA Configuration