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STUDY

Client: Sheetz Distribution Services

Industry: Convenience Stores

Technologies: Oracle® Database
Microsoft® SQL Server™
VMware® vSphere®

Challenge:
Their previous platform didn't offer SDS the stability that they required. It was cumbersome and expensive to maintain and it required the frequent attention of their administrators.

Solution:
SDS migrated their Oracle and SQL Server environments from physical servers to a virtualized environment. HoB was engaged to provide an architecture review, to develop migration strategies, to validate the new hardware platform, and to review virtualization best practices for Oracle databases.

Results:
SDS has experienced a 50% reduction in batch processing times, increased stability and improved efficiency since their migration from a physical to a virtual environment. These improvements have also allowed for a 30% decrease in hardware maintenance and support costs.

Managed Consulting Services:
After a consulting engagement for both Oracle and SQL Server, the team at SDS decided to engage House of Brick's services on a monthly basis through their Managed Consulting Services. The consultants and architects at House of Brick provide SDS with proactive, on-call support and DBA services for anything from routine tasks to more complex troubleshooting and upgrades.

Sheetz Distribution Services Increases Performance While Decreasing Hardware Costs & Complexity

The Company

Established in 2001, Sheetz Distribution Services is the supply chain operation for Sheetz, Inc., one of America's fastest growing family owned and operated convenience store chains. With more than 750,000 square feet of combined warehousing, baking and food preparation space in its Claysburg, Pennsylvania and brand new Burlington, North Carolina facilities, Sheetz Distribution Services delivers fresh, quality products to almost 500 Sheetz stores, 365 days a year.

The Challenge

Their previous platform didn't offer Sheetz Distribution Services (SDS) the stability that they required. It was cumbersome and expensive to maintain and it required frequent attention by administrators.

The instability of the system cost the company thousands in additional wages and, more importantly, decreased service levels to their stores. In addition, the growth of the company was putting more processing demands on the system. Batch processing jobs had grown to taking nine hours each night, on average. There were concerns about the system's ability to process transactions within acceptable limits.

The cost and effort to maintain the environment, in combination with its instability was starting to erode the confidence levels in IT systems and the IT department's ability to execute, which ultimately drove the IT department's decision to engage House of Brick (HoB).

The Solution

Initially, SDS decided the to migrate their existing Oracle database environment from legacy hardware and clusters to a VMware vSphere Linux environment. House of Brick was engaged to help with an architecture review, to develop migration strategies, to validate their new hardware platform, and to review virtualization best practices for their Oracle databases.

"House of Brick had a level of expertise that made us feel comfortable with the solution and their approach," said Bob Scholl, IT Manager for SDS. "They had considerable experience with this type of migration and understood all layers involved."

House of Brick
T E C H N O L O G I E S

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>
> **Bob Scholl**
> **IT Manager**

The Results

House of Brick provided the expertise and tools needed to facilitate the enhanced performance, increased stability and improved efficiency that SDS has experienced since their migration from a physical to a virtual environment. SDS saw a near 50% reduction in batch processing times, from 9 hours to a little over 4.5 hours.

"Our legacy system was a shared resource for all Oracle databases. An application or query issue could affect all databases. The relative isolation provided by the VMware environment means we can pinpoint the problem more quickly and have it affect fewer people", said Scholl. These improvements have also allowed for a 30% decrease in SDS's hardware maintenance and support costs.

"Our business units don't have any more conversations around contingency plans for system interruptions," said Scholl. "Our system admins have a less complex and more open system." This streamlined system allows for the SDS IT team to look more toward future enhancements and focus less on keeping their current systems running.

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WHY VIRTUALIZE BCS?

Below are seven reasons why you should consider virtualizing your Business Critical Systems (BCS).

1. Cost Reduction
2. Optimize Licenses
3. High Availability
4. Near 100% Reliable Disaster Recoverability
5. Product Development Process Optimization
6. Test/QA Process Improvement
7. Security Considerations

VIRTUALIZATION AND CLOUD COMPUTING FOR BUSINESS CRITICAL SYSTEMS

House of Brick is the recognized industry leader in the virtualization of business-critical systems. Having consulted with dozens of the Fortune 500 companies, as well as many SMB enterprises, House of Brick has the experience and expertise to make the virtualization of your business-critical applications and systems successful. House of Brick provides an array of consulting services focused on virtualization and cloud technologies.

The professionals at House of Brick are on top of the latest developments in hardware, software applications, networking and data security.

They can provide comprehensive consulting services and act as mentors to your IT staff, or play a larger role in your daily operations through their Managed Consulting Services program. Whether your needs are immediate and temporary or forward-thinking and long-term, the House of Brick team stands ready to provide the Business Continuity and Disaster Recovery services essential to keep your business running.

House of Brick TECHNOLOGIES