



PHARMACEUTICAL

■ CLIENT

Purdue Pharma L.P., a privately held pharmaceutical company known for its pioneering research on pain

■ CHALLENGE

Reduce server sprawl and power consumption in data centers, improve disaster recovery, and make better use of IT staff

■ SOLUTION

Vblock Systems running virtualized applications and providing disaster recovery solution, with contributions by VCE managed services

■ RESULTS

Have decreased Purdue's projected capital budget by one-third annually and are expected to reduce operating expenses by \$2 million over five years

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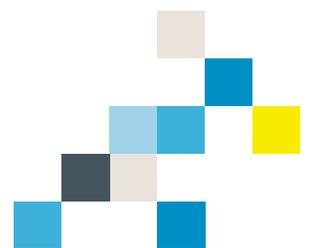
VBLOCK SYSTEMS PROVIDE THE PERFECT REMEDY FOR PURDUE PHARMA

VIRTUALIZED DATA CENTER AND VCE MANAGED SERVICES CONSERVE CAPITAL AND REDUCE EXPENSES

When Stephen Rayda joined Purdue Pharma as chief technology officer in 2009, he identified a number of technology challenges the company would face without action.

Purdue was critically short of space and power capacity in its data center. It relied on tape backup and as a result, was only capable of quickly recovering a portion of its existing applications. Purdue's computing environment was complex and its lean IT staff was finding it difficult to keep up with the growing business demands.

The solution was two-fold: Purdue purchased one of the very first Vblock™ Systems shipped by VCE, with an advanced converged infrastructure that improves data center efficiency and lowers costs. And VCE began to provide remote infrastructure managed services that allow Purdue to better utilize its IT staff and gain significant cost benefits.



“It’s great to have two different perspectives—ours and VCE’s—on any issues, with the whole team working together to resolve them as quickly as possible.”

*— Stephen Rayda
Chief Technology Officer
Purdue Pharma L.P.*

The Challenge

In the past, Purdue had built its underlying IT infrastructure from multiple vendors. “The company bought what it needed and cobbled it all together,” said Rayda. “This created great variability from system to system.”

The company’s data center couldn’t accommodate additional servers without putting the entire environment at risk. Disaster Recovery (DR) was almost exclusively dependent upon tape, which meant that it could take weeks or months to recover from a significant event—posing substantial risk for Purdue and leading to many sleepless nights for Rayda.

The environment’s complexity made it difficult to learn and use, creating more headaches for IT. Meanwhile, Purdue’s streamlined IT staff spent much of its time on Level 1 and 2 tasks such as event monitoring, triage, escalation, and routine system administration and technical support—at the expense of innovative applications that drive value to the business.

The Solution

In mid-2010, Purdue deployed its first Vblock System. Implementation required only a couple of days, enabling Purdue’s IT team and VCE Qualified Partner, HCL, to quickly begin the process of preparing and moving the company’s applications into an efficient virtualized environment.

Today, Purdue has ported all of its Microsoft applications into the new environment—including Exchange, SharePoint, Lync, and Windows server support. Most of the company’s line-of-business applications are also running on Vblock Systems. In addition, Purdue’s SAP applications will be migrated by mid-2013.

In 2011, Purdue purchased a second Vblock System to create a Disaster Recovery solution that will provide complete automatic replication of the company’s production environment.

The plan is to eventually implement a failover model for its mission-critical applications, rather than a standard DR plan.

Purdue has also tapped VCE to provide remote infrastructure management services. This enables the company’s IT team to focus on addressing key user experience issues, to provide quickly the virtual machines needed for new applications, and to innovate new solutions.

The Results

Vblock Systems have enabled Purdue to meet both short-term and long-term goals:

- More than a majority of Purdue’s applications are virtualized; double what Purdue was running when Rayda joined the company.
- By avoiding an expansion of the data center, the IT group has been returning one-third of its projected capital budget to the company for several years.
- A smaller data center footprint and reduced power consumption have the company on track to save \$2 million in operating costs over a five-year period.
- Workload mobility in the virtualized environment ensures high availability, allowing virtual machines to be moved to another server in minutes if a server drops.
- The infrastructure is more reliable and scalable than ever, with Purdue able to quickly spin up new servers as needed.
- VCE managed services allow the company’s IT infrastructure to be managed from anywhere, so resources can be spread and leveraged wherever convenient.

