

Dhanuka Agritech scales up distribution of eco-friendly crop protection solutions with Cisco HyperFlex



Dhanuka Agritech Limited is engaged in formulation and marketing of plant protection agro chemicals, spanning over 80 different product such as insecticides, herbicides, fungicides and plant growth regulators.

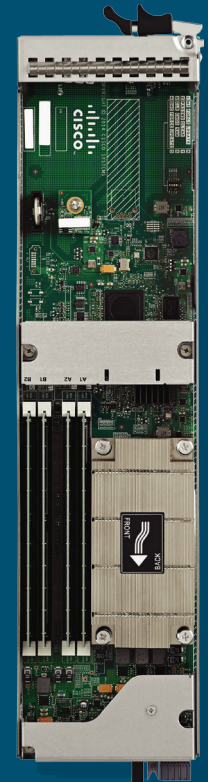
The company has a pan-India presence through its marketing offices in all major states in India with a network of more than 7,000 distributors/ dealers selling to over 75,000 retailers across India and reaching out to more than 10 million farmers; and technical tie-ups with 4 American, 5 Japanese & 2 European Companies.

Business Challenges

- Drive market penetration through intensive marketing and cohesive system
- Wanted to improve operational experience with an infrastructure that is scalable and highly integrated
- Wanted to improve manageability, and make it more seamless
- Driving to make the environment easier to manage and operate
- Build scalable and elastic architecture for our DC refresh

Instead of expanding its IT team, Dhanuka began looking for a unified solution that could scale flexibly—without losing the end to end management simplicity.

They wanted an all-in-one solution that would-be data centre ready and highly scalable.



“Our goal is to eliminate silos, not create them.”

Says Mr. Ankur Dhanuka
GM, IT & HR



Cisco Solution

Cisco HyperFlex Data Platform

A high-performance, distributed file system that tightly integrates compute, storage, networking and virtualization resources into an easy-to-deploy-and-manage hyper-converged system with independently scalable resources

Benefits of Implementation

Dhanuka decided to move away from its previous shared infrastructure platform and standardize on the Cisco HyperFlex platform to unlock the full potential of hyperconverged infrastructure.

- Invest once to scale up for a longer period of time, specially from a technical perspective
- Deploy the entire solution within a day, without the extra effort needed from increased IT support
- Performance boost in mission critical applications with 30% improvement

Products and services

Cisco HyperFlex™ Systems
Cisco UCS®

Call us on 1800 103 7723 or drop a mail to in_assistant@cisco.com