

@work

Real challenges, real solutions, technology for the real world



TOYOTA MOTORSPORT GmbH AT-A-GLANCE

Toyota Motorsport, based in Cologne, Germany, launched the automobile manufacturer's Formula One racing design and development arm in 1999.

Business Challenge

The company needed a way to deal with the extreme spikes in data generated by the company's computer-aided design (CAD) development. Some quarters, capacity needs doubled.

Technology Solution

EMC® Storage Managed Services
EMC Consulting Services

Payoff

The company was able to grow unfettered without the need to install additional storage in-house or hire employees to manage its growing information pool.

Toyota Motorsport Gets the Checkered Flag Using EMC Global Services

Being agile in the data center can translate into being agile on the race track, something Toyota Motorsport found out first hand.

The company, formed in 1999, was tasked with bringing a Toyota-branded Formula One car to market; one that would be competitive in front of an audience of 200 to 300 million worldwide spectators. This meant getting up and running as quickly as possible wasn't just a preference, it was a mandate, says Waldemar Klemm, Senior Manager, IT, Toyota Motorsport GmbH. "When we started, we started with a blank sheet of paper, but we recognized quickly that by building out our own infrastructure, we had built quite a few islands," he says. "It would be a waste of time and money to build bridges between those islands, and one of the most

software to help them perform replication and virtualization and manage the many levels of information storage it required.

Klemm found what he and the company were looking for in EMC's Storage Managed Services and Consulting Services, a combination of a three-tier storage solution as well as backup, recovery, security and archiving capabilities.

One of the main benefits of switching to a managed services paradigm, says Klemm, is the fact that the staff can now focus almost exclusively on improving the way it designs cars instead of worrying about storage management and growth, aside from simply telling EMC how much capacity the company needs in any given month, he says. Everything is automated, and the company can finally classify content and decide on which level of security, as well as storage tier, it requires.

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Waldemar Klemm, Senior Manager, IT, Toyota Motorsport

significant areas where we were hurting was our storage implementation."

The company had a mix of servers with plenty of storage availability and others that were nearly full, a byproduct of the many computer-aided design (CAD) files that were generated daily. The reason: every time Toyota Motorsport set out to design a new car they were essentially designing a prototype; a car that used some design elements from previous versions, but often had many new engine and body parts.

"Even if you're changing a small part and do an incremental modification, you need to have a place to store that design," Klemm explains. "Per quarter, our data generation was nearly doubling."

As a result, Klemm and his team looked for a managed storage solution that would provide both server and network-attached storage as well as all the appropriate

"The advantage is we can expand and shrink the file systems and manage peaks. Before, we were constantly watching to see if we had enough storage hardware," says Klemm. "Now, I don't have to worry about or take care of any hardware or drives. I just talk to EMC and it's taken care of."

And when something does go wrong—as it sometimes can—and a system or server crashes, it can be brought back up within minutes with minimal data loss, says Klemm.

"If something crashes, we need to get that application and data recovered very quickly. It could mean the difference between a car going faster or slower in an upcoming race," he says. "At most, our designers are losing 15 minutes of work—max," he says. "In the past, that could have been two or three or four hours."

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