



KEY HIGHLIGHTS

INDUSTRY: MANUFACTURING

**CHALLENGE**

Streamline management of IT infrastructure across datacenters

SOLUTION

VMware technology streamlines IT administration, reducing overall costs while increasing business agility

VMWARE AT WORK

VMware Infrastructure 3.5 Enterprise featuring:

- VMware ESX Server
- VMware vCenter Server

VMware Lab Manager

DEPLOYMENT ENVIRONMENT

- Hardware: HP C700 Blade System with BL460 Blades and NetApp 3u/270c storage
- Guest Operating Systems: Windows 2003
- Production Applications: Lotus Notes, Siebel, Manhattan Associates manufacturing software, file servers, print servers, SQL, Active Directory

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Mike Rappette, Global Information Systems Delivery Manager,
Intel Infrastructure Engineering, Whirlpool Corporation

Whirlpool Corporation

Whirlpool Corporation (Whirlpool) is the world’s leading maker of major home appliances, marketing products under such popular brand names as Whirlpool, KitchenAid, Jenn-Air and Amana. The company’s 73,000 employees provide appliances to customers in most every country, with more than \$18 billion in annual sales.

When Whirlpool acquired its longtime rival, Maytag, it quickly needed to absorb hundreds of Maytag servers and applications as well. Wishing to avoid the energy and cooling costs of maintaining Maytag’s datacenter in Newton, Iowa, Whirlpool explored the safest and most cost-effective ways of consolidating the two facilities.

Whirlpool had already been using VMware technologies—such as VMware Converter, which converts physical servers into virtual machines, and VMware Infrastructure 3, which optimizes the management of these virtual machines—to streamline its IT infrastructure. By using these same tools, Whirlpool seamlessly moved 52 systems and 13 terabytes of data from the acquired Maytag’s datacenter in Newton, Iowa, to Whirlpool’s new datacenter in Kalamazoo, Michigan—saving \$2 million on its datacenter migration project in the process. The project was completed on schedule and with only six hours of total downtime, and no problems upon “reboot.”

A Shift to “Virtualization-First”

The successful datacenter move set the stage for Whirlpool to create a “virtualization-first” policy within the company, enabling confident virtualization of tier-one applications such as Siebel, SQL, and Lotus Notes. In total, Whirlpool has more than 750 virtual machines running on approximately 140 VMware ESX hosts, helping the company to create a truly dynamic datacenter without geographic or hardware constraints.

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Easier Management, More Responsiveness to Business Needs

Rappette attributes much of this manageability to tools like VMware vCenter, which centralizes the management of virtualized IT environments. "vCenter gives us a single console to view all of the different systems that we support," says Rappette. "Having that capability puts us in astronomically better shape, time-wise, than if we had to physically visit all of those physical servers. With VMware technology, we can do more with fewer people."

Just as importantly, having such a flexible and easily administered IT infrastructure makes Whirlpool more nimble as an organization. "With the speed of deployment that VMware technology brings, we can adapt to business needs much quicker," says Rappette. "For example, when the company rolls out a special promotion for one of our products, we know we're going to generate a lot of customer calls which our Siebel system handles. We've been able to double the capacity of those customer-facing systems within less than a week using VMware solutions to spin up new virtual machines. It would be impossible to hit those kind of deadlines and provide that level of responsiveness with physical systems."

Moving Forward

Within the year, Whirlpool expects its IT environment to be 90 percent virtualized and, thanks to hardware and energy savings, to have also recouped its initial investment in VMware. "Anything that can be virtualized, will be virtualized," says Rappette. "And the more we leverage our virtualized IT infrastructure, the more benefit we'll get out of it. We hope to upgrade to VMware vSphere and use it to provide a single console for IT in North America and in Europe. That'll be a huge step forward, and VMware technology will help us bring the regions together."

Results

- Spend 75 percent less time on IT administration versus a physical infrastructure
- Expand IT infrastructure without expanding headcount
- Virtualize 90 percent of Lotus Notes environment
- Virtualize 80 percent of Siebel Intel environment
- Virtualize 85 percent of SQL environment
- \$256,000 in hardware savings
- \$11,000 per year in energy savings

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Mike Rappette, Global Information Systems Delivery Manager, Intel Infrastructure Engineering, Whirlpool Corporation

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