



KEY HIGHLIGHTS

INDUSTRY: RETAIL

**CHALLENGE**

Provide management with access to data across the business to boost decision-making, reduce duplication and deliver a cost-effective, infrastructure to support forecast growth.

SOLUTION

VMware Virtual Infrastructure enabled Forty Winks' Mile End/Marion franchise to optimize use of computing resources by running multiple virtual machines on physical hardware and enhance management by centralizing desktop administration to a primary datacenter.

VMWARE AT WORK

- VMware Infrastructure 3, featuring:
- ESXi 3.5, High Availability, Distributed Resource Scheduler, Consolidated Backup
- Virtual Desktop Infrastructure
- Virtual Desktop Manager

DEPLOYMENT ENVIRONMENT

- VMware ESXi 3.5 running on one HP ProLiant ML350 G5 server incorporating one Intel Xeon 5430 processor and 4GB RAM, and one HP ProLiant DL380 G5 running two Intel Xeon 5460 processors with 6GB RAM
- Guest operating systems: Microsoft Windows XP Professional SP2, Microsoft Windows Server 2003 R2 Standard, Microsoft Windows Small Business Server 2003 R2
- Virtualized production applications: MYOB RetailManager v10, MYOB Accounting Plus 17 Microsoft Office 2007 Small Business

"VMware has proven to be ideal for our small business as it delivers a cost-effective, dynamic infrastructure that reduces our administration task and maximizes the use of our hardware resources."

Michael Murray, Franchise Owner
Forty Winks Mile End/Marion

Forty Winks Mile End/Marion

Forty Winks is Australia's leading bedding retailer with 92 stores nationwide. The organization signed up Michael Murray as a franchise owner in Adelaide in 2004 and the franchise currently generates turnover of about A\$6 million per year.

Since commencing operations, the Forty Winks Mile End/Marion franchise has operated a distributed IT infrastructure based on unreliable desktop hardware across its two stores and warehouse. With each store running its own instance of MYOB RetailManager and limited information-sharing capabilities, Murray has struggled to obtain the data needed to make the right decisions quickly.

"Accessing data between stores has been inefficient due to limited VPN bandwidth," said Murray. "We had no disaster recovery, centralized backup or IT support and system management was time-consuming and costly." To address these concerns, improve customer service and support growth, Forty Winks has implemented a centralized IT infrastructure based on VMware virtualization. The infrastructure supports a consolidated database managing inventory control and customer records, enables application delivery from a primary datacenter to thin client desktops, ensures failover to a new DR environment and optimizes server hardware by allowing the creation of virtual machines on a small number of physical servers.

"VMware partner Millennium Technology conducted testing and proof of concept and convinced us to proceed with deployment," said Murray

"Had we opted for a physical infrastructure, we would not have achieved virtualization's environmental benefits. For every server virtualized, environmental savings equate to eliminating four tonnes of carbon emissions, taking 1.5 cars off the road or planting 55 trees."

Results

- Improved customer service by eliminating duplicate sales
- Eliminated staffers' 2.5 days per week of duplicate data entry
- Enabled users to access individual desktops from any location
- Ensured decisions were based on real-time information



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