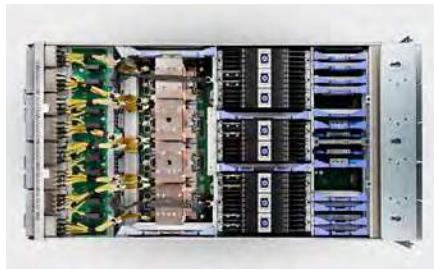


**CASE STUDY**

# Covenco Powers Up FUJIFILM Speciality Ink Systems

## IT Modernisation with IBM Power10



IBM Power10 servers are based on IBM's unique Power processors and are capable of running AIX®, IBM i and Linux®. They help modernise business applications with agility, reliability and sustainability.

**Customer:**

FUJIFILM Speciality Ink Systems is a development and manufacturing centre for UV and aqueous inkjet inks. It is part of FUJIFILM Ink Solutions Group, a global technology leader and manufacturer of high-performance inkjet inks and pigment dispersions with locations in the UK, USA and India.

**Operations:**

IBM Power Server running custom manufacturing applications in IBM i.

**Highlights:**

- Seamless migration from IBM Power7 to IBM Power10
- Processing Power increased from c7,000 cpw to 25,000 cpw per core
- Power consumption reduced from 1,900 Watts to 1,000 Watts
- Footprint reduction from 20u of rack space to a mere 4u.

**Covenco Solutions:**

- IBM Power10
- AIX, IBM i
- MIMIX

**Introduction:**

This case study serves as an example of how a well-planned and meticulously executed migration to the latest IBM Power technology can empower businesses like FUJIFILM Speciality Ink Systems to achieve greater efficiency, resilience, and a competitive edge in today's dynamic technological landscape.

FUJIFILM Speciality Ink Systems has been a long-standing user of IBM Power servers. In 2023 they found their ageing IBM Power7 reaching the end of its maintainable lifespan. While still functional, the IT team at Fujifilm recognised the need for modernisation to ensure continued reliability and improved efficiency.

The Fujifilm team also wanted to take advantage of the latest advancements in IBM's Power server technology for performance, efficiency and reliability. This is where Covenco, an IBM Gold Business Partner for Power Server Systems and Storage, stepped in to orchestrate a successful migration to the next generation of IBM Power servers, the IBM Power10.

Covenco's initial engagement with Fujifilm involved a comprehensive assessment. The goal was to understand the client's specific requirements and recommend the optimal solution. Two primary options emerged:

**➤ On-premises Power10 Server:**

This approach leveraged the latest physical Power10 server equipped with internal NVMe storage and Guest partitioning. This configuration promised a significant reduction in physical footprint, streamlined architecture for easier management, and a substantial boost in disk performance compared to the aging Power7 system.

**➤ IBM Power Virtual Server (PowerVS) Cloud:**

This cloud-based solution offered a virtualised Power server environment, potentially providing scalability and flexibility.

Following a thorough evaluation, Covenco's firm recommendation was for the on-premises Power10 server solution. This decision was driven by a desire for predictable long-term financial control combined with hardware flexibility.





The migration aimed to achieve several key objectives for FUJIFILM Speciality Ink Systems:

**Objective 1:  
Modernisation**

Upgrading from IBM Power7 to a more reliable and future-proof solution to support evolving business needs..

**Objective 2:  
Data Centre Footprint Reduction**

Significantly reduce the physical space occupied by the Power i system within the data centre.

**Objective 3:  
Operating System Upgrade**

Update to the latest IBM i operating system for enhanced security features and improved support from IBM.

**Objective 4:  
Performance Boost**

Achieve a substantial increase in processing power to meet growing demands, including potential future workloads in AI, Business Analytics, and Business Intelligence.

**Objective 5  
Disaster Recovery Improvement**

Shorten recovery time objectives (RTO) in case of unexpected downtime or disasters like ransomware attacks, by utilising IBM's CBU rules for an effective standby solution.

**Objective 6  
Zero Downtime Migration**

Complete the migration process without disrupting ongoing business operations.

**Objective 7  
Sustainable Disposal**

Securely dispose of the old Power7 server and associated data-bearing assets in an environmentally responsible manner.

# Outcomes: Modernisation and a host of additional efficiencies

The outcome of the migration exceeded expectations, delivering a multitude of benefits for FUJIFILM Speciality Ink Systems.

## Shrinking Footprint, Soaring Efficiency

One of the most striking results was the dramatic reduction in the data centre footprint. The migration shrunk the physical space required for the Power i system from a cumbersome 20u of rack space to a mere 4u. This not only freed up valuable real estate within the data centre but also translated to significant cost savings in terms of power and cooling requirements. The new Power10 system consumes a mere 1,000 watts compared to the 1,900 watts of the V7000 and E4C.

Processing power outstripped the capabilities of the Power7 system – leaping from c7,000 cpw to 25,000 CPW cpw per core.

## Streamlined Architecture, Enhanced Performance

Beyond the physical footprint reduction, the on-premises Power10 solution with internal NVMe storage and Guest partitioning delivered a welcome simplification to Fujifilm's server architecture. This streamlined approach reduced the management overhead and contributed to the smaller footprint.

Not needing VIO removed skills, and the need for an external SAN. The Power10 server's processing power far surpassed the capabilities of the Power7 system – leaping from c7,000 cpw to 25,000 cpw per core, ensuring Fujifilm can confidently handle current workloads and be prepared for future growth.

## Fortifying Resilience, Minimised Downtime

Disaster recovery was another critical aspect of the migration. Covenco implemented a robust solution leveraging IBM's Capacity Backup (CBU) options. This resulted in a "live" and continuously available Disaster Recovery (DR) system.

In the event of an unexpected outage, the DR system would ensure minimal downtime, keeping Fujifilm's manufacturing operations up and running with minimal data loss.

The new DR system guaranteed a maximum RPO of yesterday evening, and RTO of under an hour, a significant improvement over the previous backup solution.

## Enhanced Support, Fortified Security

The migration also addressed the critical need for an updated operating system. Upgrading to the latest version of IBM i not only bolstered the security posture of Fujifilm's IT infrastructure but also ensured continued support from IBM, providing them with access to the latest security patches and bug fixes, all implemented via a contract with Covenco's managed services team.

## Seamless Transition, Sustainable Disposal

One of the most impressive aspects of the migration was the achievement of minimal downtime with fully orchestrated rollback options. Covenco and Fujifilm meticulously planned and executed the migration process, ensuring a seamless transition from the Power7 system to the new Power10

environment – eliminating any potential disruption to Fujifilm's business operations and allowing them to continue their manufacturing processes uninterrupted.

Covenco facilitated the secure and sustainable disposal of the decommissioned Power7 server and associated data-bearing assets. This process adhered to ISO 27001 and aligned with industry standard IT Asset Disposal (ITAD) protocols.



Covenco, a certified sanitisation partner, collected the equipment and transported it directly to their facility, a location accredited with both ISO 27001 and ISO 14001 certifications. There, the data storage devices underwent a rigorous sanitisation process, ensuring all residual data was completely erased, mitigating any potential security risks.

Finally, the remaining components were responsibly recycled, minimising environmental impact and contributing to a circular economy.

The migration shrunk the physical space required for the Power i system from a cumbersome 20u of rack space to a mere 4u.



## A Collaboration for Success

The successful migration of FUJIFILM Speciality Ink Systems to the IBM Power10 platform stands as a testament to the collaborative spirit between Covenco and the Fujifilm IT team. Covenco's expertise in IBM Power Systems and Storage solutions, coupled with their commitment to understanding the client's specific needs, resulted in a migration that delivered significant benefits across multiple dimensions.

The new Power10 environment not only reduced Fujifilm's data centre footprint and improved energy efficiency but also unleashed a substantial performance boost and fortified their disaster recovery capabilities. The upgraded operating system enhanced security and ensured continued support from IBM.

Throughout the process, Covenco prioritised a seamless transition, achieving zero downtime and minimising disruption to Fujifilm's business operations. Finally, the project upheld the highest standards of environmental responsibility through secure data sanitisation and responsible equipment disposal.



## About Covenco

Covenco connects data management services with IT hardware supply and support. With over 35 years of experience in the IT industry, our team offers a reliable source of expertise for data centre administrators.

Covenco supports businesses with world-class data protection, backup, and disaster recovery services.

Our UK data centres have over two Petabytes of customer data under management at any time, and we are fully ISO27001 accredited for data security.

## The Covenco Advantage: Cost-Effectiveness and Streamlined Delivery

Beyond the technical expertise and successful migration showcased in this project, choosing Covenco offered FUJIFILM Speciality Ink Systems a significant advantage in terms of cost-effectiveness and streamlined delivery.

Covenco's unique value proposition played a crucial role:

### ➤ Rapid and Reliable Cost Assessment:

Compared to traditional IT procurement processes, Covenco eliminates the complexities and delays often associated with negotiations between resellers, distributors, and vendors. Our team of accredited specialists can swiftly assess each client's specific needs and identify the most cost-efficient path to achieving their IT goals.

### ➤ Vendor Neutrality with Buying Power:

Covenco enjoys formal business partnerships with a wide range of industry leaders, including IBM, NetApp, Juniper, Lenovo, and more. This vendor neutrality allows us to objectively assess all available options and recommend the best solution based on the client's specific requirements and budget. Furthermore, our established relationships and buying power often translates into more competitive pricing from enterprise-scale vendors like IBM.

### ➤ Streamlined Procurement and Reduced Risk:

Covenco acts as a single point of contact for the entire procurement process. This eliminates the need for clients like Fujifilm Speciality Ink Systems to navigate complex negotiations with multiple parties. Our team manages all aspects of the project, from initial assessment and vendor selection to hardware procurement, installation, and post-implementation support. This streamlined approach minimises risk and ensures a successful project execution.

### ➤ Guaranteed Outcomes and Reduced Overall Cost:

By cutting through the complexities of traditional procurement and leveraging our buying power, Covenco delivers significant cost savings for large-scale projects like Fujifilm's migration. This translates into a lower overall project cost, while simultaneously reducing risk through a single point of accountability for guaranteed outcomes.

## Conclusion

Choosing Covenco for their Power10 migration allowed Fujifilm to achieve their project goals in a more efficient and cost-effective manner. FUJIFILM Speciality Ink Systems benefited from a rapid and unbiased assessment, access to competitive pricing, streamlined procurement, and the assurance of a single, accountable partner throughout the project. This combination of factors ultimately contributed to a successful migration that delivered substantial benefits for FUJIFILM Speciality Ink Systems.

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