

HELPING CALLAWAY DRIVE GREATER INNOVATION

Callaway Golf Company modernized its data center to enhance its agility, improve access to information and provide designers with a better way of visualizing data to speed product development



Sports & Recreation

United States

Business needs

Although golf has been around for centuries, today's game is defined more than ever by the latest technology and how it's applied to clubs, balls and accessories. Callaway Golf turned to all-flash data storage to ensure every member of the Callaway team has fast, efficient access to the data needed to innovate.

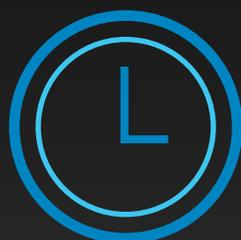
Solutions at a glance

- [Dell EMC XtremIO](#)
- [VMware vSphere](#)
- [Dell EMC Data Domain](#)
- [Dell EMC Data Protection Software](#)

Business results

- Delivers the speed and agility to get products to market quickly
- Provides enhanced analytics capabilities to evaluate new designs
- Significantly reduces data center storage footprint and costs
- Simplifies development/QA with no production impact

15x
Lower Latency



40%
Faster
performance



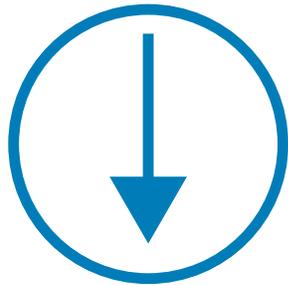
Callaway is a recognized global leader in creating products to help every golfer play better and enjoy the game. The company makes and markets golf clubs and balls, and sells bags, accessories and apparel under numerous brand names. Callaway currently ranks #1 in total club sales in the U.S. and is the #1 brand in Europe, with a major presence in Asia as well.

Teeing up the need for the latest technologies

While some may find it surprising for a game with golf's revered history, technology is at the very heart of Callaway and its products. Whether it's improving the distance and accuracy of a golf ball or enhancing the performance of clubs, incorporating the latest technologies and materials into products is key to the company's success.

Reduced space,
power and cooling
costs by up to

75%



But with its IT infrastructure becoming older and less efficient, Callaway was finding it harder to meet its objectives. At one point, a materials requirement planning (MRP) report was taking so long to run — up to 12 hours — that the data was nearly a day old before employees could use it. In addition, I/O queues were lengthening across the board, impacting numerous applications.

“Data is everything in our IT infrastructure,” says Mike Nevlida, senior director of global IT infrastructure for Callaway Golf Company. “It tells us what consumers want, gives our designers what they need and powers our supply chain. Having information at our employees’ fingertips at our 15-plus sites worldwide is absolutely essential.”

Modernizing its data center

Callaway turned to Dell EMC to drive its digital transformation and modernize its data center. The company installed three Dell EMC XtremIO X-Bricks — a dual X-Brick configuration to support its SAP HANA platform and a single X-Brick originally intended to handle its business warehouse (BW) environment.

“Getting faster and better means meeting consumer demands and delivering more revenue. Using XtremIO enables us to provide the needed new services.”

Sailendra Koorapati
VP of IT,
Callaway Golf Company

But, the IT team soon realized that the majority of its BW reports rely on data from its transaction-based SAP ERP Central Component (ECC) database. So, Callaway consolidated the functionality from its SAP ECC, SAP Advanced Planner and Optimizer (APO) and BW environments — as well as its virtual machines (VMs) running on VMware vSphere — onto the X-Bricks. XtremIO outperformed the previous data storage platform by up to 40 percent.

5x

Faster processing
of complex
workloads



“Dell EMC has been able to translate proposed solutions into business-value terms. It’s good to have Dell EMC working as if they’re part of our team.”

Mike Nevlida

Senior Director of Global IT Infrastructure,
Callaway Golf Company

“XtremIO has solved the performance challenges within our SAP environment, SQL databases and VMs,” Nevlida explains. “The all-flash storage array helped eliminate the competition for resources among our production applications, development instances and QA tasks.”

Making short work of critical workloads

XtremIO’s exceptional performance also ensures that people have access to information when they need it. Time-consuming processes such as producing complex reports and facilitating backups were slashed from between 12 and 16 hours down to as few as 2.5 hours. Latency was also greatly decreased, from between 15 and 20 milliseconds to less than 1 millisecond.

“With the complexity of reports increasing, our people wanted more visualization,” says Sailendra Koorapati, VP of IT at Callaway Golf Company. “They wanted to play with the data and do multiple ‘what if’ analyses. XtremIO helped us achieve that.”

XtremIO Virtual Copies enhance development

The XtremIO all-flash array has enabled Callaway to streamline the development/QA process while significantly reducing its storage requirements. In its previous environment, the company needed 350TB of data storage. With the help of XtremIO’s Integrated Copy Data Management (iCDM), Callaway has been able to create multiple high-performance copies that are running production-like workloads with all the data services in the same array, with very little impact on the actual physical capacity consumed.

This has made it possible to meet its ambitious development needs with just 30TB of storage capacity on its three X-Bricks, while decreasing its legacy data storage by 100TB. Callaway has further reduced its XtremIO data storage through thin provisioning, a 1.7-to-1 compression ratio and deduplication of 1.4-to-1, so that it’s currently utilizing only 14TB of its total XtremIO capacity — leaving plenty of room to grow.

“I challenged the infrastructure team to get to the next level,” Koorapati remarks. “Getting faster and better means meeting consumer demands and delivering more revenue to the business. Using XtremIO enables us to provide the needed new services.”

XtremIO Virtual Copies — together with Dell EMC Data Domain and Dell EMC Data Protection Software — also help Callaway back up and restore data without a performance penalty. “Snapshots are something that we do multiple times a day,” Nevlida notes. “They give us the ability to easily roll back and resume from any point in time, which is a huge confidence boost for us.”

Significantly reducing data center costs

Callaway’s data center modernization has also significantly reduced its costs. With the company’s previous platform, data storage took up roughly one-third of the data center. The old arrays occupied two large racks. The XtremIO X-Bricks require less than a half rack, a decrease of more

than 75 percent in data center space.

In addition, the legacy data storage environment relied on 350TB of power-hungry, heat-producing spinning disks. XtremIO’s 30TB of efficient solid-state flash drives have substantially cut Callaway’s power and cooling costs.

“We chose XtremIO to provide tier 1 data storage for our business-critical SAP environment,” comments Jerry Dunn, senior principal systems administrator for Callaway Golf. “Since we installed XtremIO, we’ve added business units and employees, increased the complexity of our workloads, and consolidated more apps on the platform — and we haven’t had to upgrade since day one.”

Summing up his thoughts on how Dell EMC has supported Callaway’s modernization, Nevlida says, “We’d rather spend our time understanding the business and working on what really matters. Dell EMC has been able to translate proposed solutions into business-value terms. It’s good to have Dell EMC working as if they’re part of our team.”



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