



## A model for data center evolution

Armazém Data Center delivers managed IT services with outstanding performance and flexibility on Dell Technologies solutions, building a new data center to continue its rapid growth.



IT Managed Services

Brazil

## Business needs

Armazém Data Center aims to provide clients with an excellent, individualized service experience and also wants to meet ambitious growth goals.

## Solutions at a glance

- [Dell EMC PowerEdge servers](#)
- [Dell EMC PowerMax storage](#)
- [Dell EMC PowerProtect](#)
- [Dell EMC PowerSwitch S Series switches](#)
- [Dell EMC ProDeploy Plus for Enterprise](#)
- [Dell EMC Symmetrix Remote Data Facility](#)

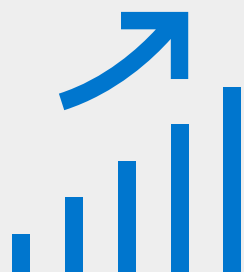
## Business results

- Cuts CPU requirements by 50%
- Allows client-specific innovation in IT managed services
- Enables a client reference center to showcase the possibilities of high-performance data-center infrastructure

Drives

# 25%

business growth  
in one year



Reduces backup  
and script execution  
times by over

# 80%



Armazém Data Center was originally founded to take care of the IT needs of the companies within Brusque Participações, a large Brazilian holding company that owns financial-services and other businesses. When investors saw Armazém's potential, they relaunched it as a managed-services provider for external clients.

## Solutions from a trusted partner

From Armazém's early days, Dell Technologies was a strategic partner. Armazém CEO Marcos Stefano says, "Our relationship with Dell Technologies is excellent—we are allies. All we do at Armazém is based on Dell Technologies solutions, and the culture of our team is Dell-oriented." Armazém realizes the value of continuous improvement made by Dell Technologies. "Dell Technologies equipment is state of the art and always undergoing evolution—this is very important to us," he adds.

Dell Technologies solutions in Armazém's operation include Dell EMC PowerEdge MX7000 and MX740c servers, Dell EMC PowerMax storage, Dell EMC Data Domain backup storage, Dell EMC PowerProtect protection storage and Dell EMC PowerSwitch S5348F switches. The company also uses a variety of Dell client solutions. Dell EMC ProDeploy Plus consultants implemented the server and storage solutions and provided guidance for data-center architecture and management.

## Environment for managed-services innovation

For Armazém, PowerEdge servers and PowerMax storage play an important role in delivering IT services, onboarding new clients and addressing their challenges. Data-center managers also feel that their PowerSwitch S5348F switches are a great asset, enabling swapping without disrupting operations.

Jefferson Kannenberg, technology coordinator at Armazém, says, "We created an environment that allows us to flexibly design specific, innovative solutions for clients. Collaborating with the Dell Technologies team, we received all the training and support to make this easy for us."

PowerEdge servers enable Armazém to deliver high-performing IT services on a streamlined infrastructure. Samuel Klabunde, chief technical officer at Armazém, says, "Clients who migrated

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Marcos Stefano  
Chief Executive Officer, Armazém Data Center

to our new, virtualized infrastructure with PowerEdge MX servers saw a great gain in processing power, cutting the need for virtual CPUs in half."

## Delivering efficiencies on high-performance storage

PowerMax runs with low latency and fast performance to support the workloads of Armazém clients. Klabunde says, "We noticed an excellent performance gain from the all-flash storage, large cache and NVMe technology of PowerMax. We can deliver an outstanding client experience and meet the demands of clients who previously experienced latency even with all-flash, midrange storage."

PowerMax brings remarkable efficiencies to data-center operations. "One of our clients reduced SQL Server backup times from 14 to 2 hours with PowerMax," says Kannenberg. "Another client's application script, which took 12 hours to execute on other flash storage, takes just 2 hours on PowerMax."

The Armazém team finds that the manageability and resilience of PowerMax are key to streamlining their work and serving increasing numbers of clients. Klabunde says, "To support our strategy for onboarding more and more clients, it's important to have a resilient solution like PowerMax, which can reliably support 24/7, business-critical environments. It also helps that I can manage everything from a single screen, pushing just one switch to make updates, optimizing operation time."

*“We will create a reference center, a space with a top-quality environment where companies can visit and get to know Dell Technologies.”*

Marcos Stefano  
Chief Executive Officer, Armazém Data Center

## Achieving dramatic growth and building a reference data center

Armazém is satisfied with the returns on its investments with Dell Technologies. “We are very happy with the service speed, equipment quality and technical support from Dell Technologies,” says Stefano. “Our clients also have a very high level of satisfaction with us. Both in financial figures and the number of clients, we saw growth of 25 percent last year, thanks to numerous innovation projects and the Dell Technologies solutions in our data center.”

Armazém’s successes have garnered attention from Brusque Participações executives and outside investors. “Investors from outside of the IT industry are very pleased with the alliance

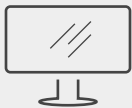
we have with Dell Technologies,” says Stefano. Armazém has received approval to build a new data center, which will become the primary site. The current main production site will be a redundant disaster-recovery location. Both will run on Dell Technologies solutions, and Symmetrix Remote Data Facility will replicate data between them.

Behind this undertaking are aggressive goals such as adding at least 500 new clients. “We will create a reference center, a space with a top-quality environment where companies can visit and get to know Dell Technologies,” Stefano explains. “We want them to see us as an extension of their companies, ready to provide the best possible service in terms of information technology.”

Dell Technologies will remain at the core of Armazém’s business. Stefano says, “There are so many advantages for us in this collaboration: closeness, simplicity, security and technical evolution. All of these make me want to continue the collaboration.”

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Jefferson Kannenberg  
Technology Coordinator, Armazém Data Center



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