



Pumping up data reliability and access with innovative digital transformation

Under Armour achieves high performance with more dependable, streamlined access to high-value data



Retail

United States

Business needs

A small IT team at world-famous athletic performance brand Under Armour was challenged with managing fast-growing, unreliable data backup environments. Under Armour IT consolidated data protection and storage on Dell EMC solutions to increase protection of data essential to the enterprise, so they can continue to make athletes better.

Solutions at a glance

- [Dell EMC Integrated Data Protection Appliance](#)
- [Dell EMC Isilon Scale-out NAS](#)
- [Dell EMC VMAX All Flash](#)
- [Dell EMC VxRail Hyperconverged Infrastructure](#)
- [VMware](#)

Business results

- Improved data protection empowers the business and athletes
- Faster business insights, more informed decisions
- Speedier, more reliable data backups
- Cloud-based data protection for increased business

“At Under Armour, data is our connective tissue—truly at the center—of what helps drive product development, innovation and our ability to make athletes better, especially through our popular Connected Fitness applications.”

Nicholas Hennessy
Senior Manager, Compute and Storage Under Armour

Under Armour, Inc., a leading inventor, marketer, and distributor of branded athletic performance apparel, footwear and accessories, empowers athletes and consumers with active lifestyles to perform better in all facets of their lives. Likewise, Under Armour's IT team has engineered an innovative digital transformation that has enabled more reliable and easier access to data vital to the performance of the business and athletes.

Previously, Under Armour's IT team was faced with managing various storage and backup environments that were prone to outages and unable to keep up with data growth. To overcome these challenges, Under Armour standardized on Dell EMC Integrated Data Protection Appliance (IDPA) backup and recovery, Dell EMC Isilon scale-out NAS, Dell EMC VxRail Hyperconverged Infrastructure and Dell EMC VMAX All Flash storage. The infrastructure, which protects 300 applications and 1,000 virtual machines, is replicated across two data centers hundreds of miles apart.

Nicholas Hennessy, senior manager, compute and storage, Under Armour, reflects, "At Under Armour, data is our connective tissue—truly at the center—of what helps drive product development, innovation and our ability to make athletes better, especially through our popular Connected Fitness applications. Standardizing on Dell EMC increases the value of our data by making it easier, faster and more reliable for our employees and customers to access."

Increased business value

Digital transformation has delivered significant improvement across Under Armour.

Patrick Duroseau, global head, IT infrastructure and operations, Under Armour, says "Dell EMC is critical to our business because our brand, reputation and quality of products depend on data. We need this data 24x7 so we can get insights quicker and make more informed decisions.

"By transforming our infrastructure with Dell EMC and making data more available, we're always prepared in case of a failure or disaster. With assured access to data, we're able to quickly adapt to growth and change, and work smarter and faster."

Tight integration yields 100 percent uptime

As an integrated appliance, IDPA has delivered a 97 percent data reduction rate for two petabytes of backed up data and quicker backups.

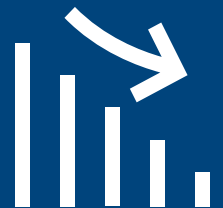
Garrett Black, senior lead engineer, infrastructure, Under Armour states, "The IDPA all-in-one management interface and tight integration with our VMware and Dell EMC products provide integrated reporting and simplify administration. Our Dell EMC and VMware products are delivering 100 percent uptime to the business while freeing time for innovation."

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Patrick Duroseau
Global head,
IT infrastructure and operations Under Armour

97%

Data reduction



100%
Uptime



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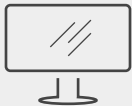
Garrett Black
Senior lead engineer, infrastructure Under Armour

Data is the fuel that drives performance

As Under Armour prepares to expand the role of cloud, Dell EMC is at the ready.

“Dell EMC technologies are helping us drive our footprint further into the cloud,” says Duroseau. “The goal is to deliver unified protection of our data assets whether they are located on-prem or in the cloud or delivered as a service.”

“Data is the fuel for Under Armour,” he continues. “We use data constantly to make sure we’re delivering the products and services our consumers and athletes need to reach their athletic and personal goals. Protecting our data assets in the cloud will give us even more agility to grow globally and push new thresholds of innovation.”



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