



Capacity for Performance

Data Center consolidation, license savings, and flexibility

WHO:

SharkNinja is a leader in housewares that range from vacuums to small kitchen appliances

CHALLENGES:

Data Center consolidation

IT re-design

Systems performance

IT ENVIRONMENT:

Three data centers in transition

100% virtualized - HyperV, MS SQL, Sharepoint, Mongo DB

Riverbed WAN optimization

SOLUTION:

One 50TB Kaminario K2, one 60TB K2 Gen6, distributed in two data centers

ADVANTAGES:

- Performance to accommodate all locations, including China
- Smooth growth and configuration flexibility
- Dedup & compression
- Guaranteed capacity
- Ease of management

Executive Summary

Planning for an IT transformation, SharkNinja was consolidating data centers. Boston would become the primary production site, with Montreal converted primarily to DR. China would maintain a minimal footprint, but system performance for China users needed substantial acceleration. The selection of Kaminario K2 All-Flash-Arrays, in conjunction with Riverbed WAN optimization, has provided SharkNinja the system performance they need, with added flexibility and benefits from an advanced data storage architecture.

SharkNinja Overview

SharkNinja is an innovative leader in the housewares industry and creator of familiar household brands, Shark® and Ninja®. SharkNinja provides the latest in easy-to-use technology with a growing line of products that consists of corded and cordless vacuums, steam mops and cleaners, irons and garment steamers, and a variety of small kitchen appliances. All SharkNinja products are designed to fulfill multiple consumer needs, eliminating the need for additional appliances that add clutter to a home. Products are sold at major retailers and through distributors around the world, as well as directly to consumers.

“Our most notable benefit from Kaminario is that we have no worries about performance. Add scale-up and scale-out, along with capacity and flash guarantees, as well as excellent service; we have peace of mind for the next five years. In IT time, that’s a lot.”

Ian Linderoth,
SharkNinja Data Center
Manager

“Only a few months in and we are already taking advantage of Kaminario’s unique scale-up, scale-out flexibility. Our first system is about to be divided in two and one-half sent to Montreal for DR service. Being able to do that is just fantastic!”

Ian Linderoth,
SharkNinja Data Center
Manager

IMMEDIATE BENEFITS:

- Performance
 - User response: from minutes to seconds
 - 40-50% analytics performance improvement
- Maintenance costs eliminated
- SQL license costs substantially reduced



The Challenge

Sophisticated and efficient Information Technology is essential to connect 1200 SharkNinja staff members operating from locations globally. To enhance performance and reliability they planned an IT re-design that would both modernize and consolidate their infrastructure. Production data centers in Boston, Montreal, and China were to be streamlined. The objective was a primary production facility in Boston with Montreal becoming the DR site, and China reduced to a nominal footprint.

The new design focused on improvements in performance and DR, as well as innovation, future flexibility, and scalability. Of course, financial considerations were a factor as well.

Examining Options

To be successful, the SharkNinja IT redesign needed to resolve speed issues between Boston and China. It needed to effectively consolidate operations to a primary data center and provide for future flexibility.

The team looked at options from multiple vendors, including Tegile and Simplivity. They decided on proof of concept (POC) trials with Nutanix and Kaminario. Having decided on Riverbed to enhance network speeds, they needed to pick the best storage with performance to match. A key indication would be if vital business analytics transactions were measurably accelerated and system response for users in China noticeably improved.

“We have seen a 40-50% platform performance increase with K2. Response times in China have dropped from minutes to seconds.”

Ian Linderoth,
SharkNinja Data Center
Manager



Contact

Contact a business development representative to answer any questions you may have.



Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario's solution works for you.



Request a Quote

Request a quote for your application from our business development team.

The Solution

The Kaminario POC demonstrated the consistent speed assurance that the SharkNinja team required. Analytics ran 40-50% faster. User response times in China dropped from minutes to seconds. And the innovative all-flash design delivered multiple welcome extras like data deduplication, compression, and guaranteed storage capacity. “A key added selling point for Kaminario was the scale-up, scale-out, said Linderoth. Economically and operationally it helps us prepare for whatever comes next.”

SharkNinja is also taking advantage of K2's adaptive block size by mixing SQL servers, Mongo DB, SharePoint, and QlikView workloads, all on the same flash array. They can spin up new servers quickly, manage the system simply, and reconfigure the system easily. And K2 performance has enabled them to virtualize all SQL servers and so eliminate costs of MS licenses tied to server cores. But the real ROI has come in the user experience, especially in China. They have drastically cut transaction times, and that correlates directly with productivity.

What's Next

The consolidation move is already well underway. A new Kaminario Gen6 system is in place to support production applications in Boston while one of the first K2 purchases will be split in two with half destined for DR in Montreal.

About Kaminario

Kaminario, the leading all-flash storage company, is redefining the future of modern data centers. Its unique solution enables organizations to succeed in today's on-demand world and prepares them to seamlessly handle tomorrow's innovations. Only Kaminario K2 delivers the agility, scalability, performance and economics a data center requires to deal with today's cloud-first, dynamic world and provide real-time data access -- anywhere, anytime. Hundreds of customers rely on the Kaminario K2 all-flash array to power their mission critical applications and safeguard their digital ecosystem.

Headquartered in Needham, MA, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, visit www.kaminario.com.

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