ECMD combines craftsmanship, digital innovation, and a global view to meet 100% of its customer needs

ECMD is a manufacturer, importer, and distributor of specialty building materials with a mission to better the lives of their employees. Rooted in small town, rural, southern values, ECMD keeps it real, honest, down to earth, and authentic. Founded by innovative entrepreneurs who created the modern building materials global supply chain, it is their passion and integrity that remain the fabric of ECMD's culture and driving force behind their 5 operating divisions that collectively provide their customers with the products they need, when they need them.

EMBRACING TECHNOLOGY TO CREATE EFFICIENCY AND SCALE

What makes ECMD unique is how it has been able to combine the ideals of traditional craftsmanship with principles of modern technology to design innovative supply chains, products, and services. ECMD now boasts the industry's premier technology platform, providing a fully integrated digital infrastructure that answers the needs of retail and wholesale customers with on-demand specifications, support, and expert advice on installations, code issues, and product characteristics 24 hours a day. That same technology platform enables the management of complex supply chains to bring the best millwork and building materials from all over the world—or just down the road—right to the supplier's doorstep.

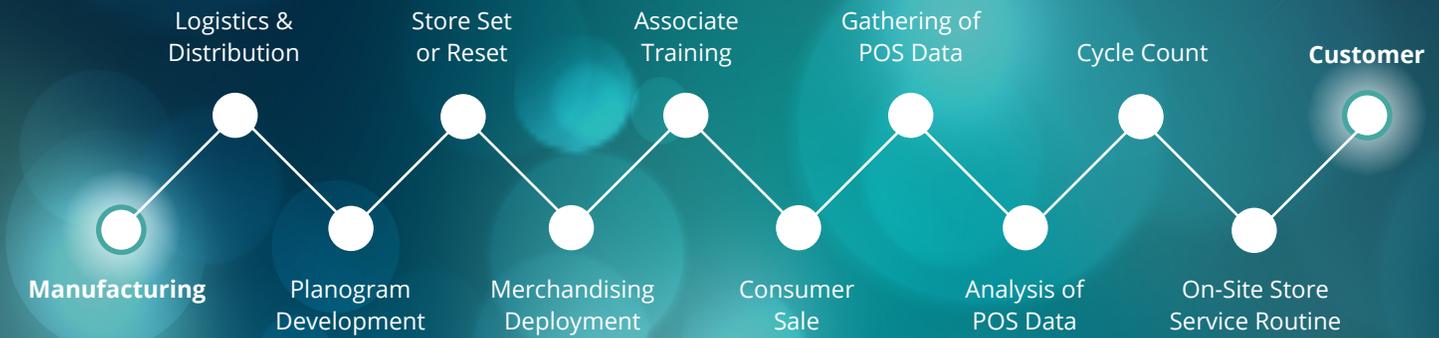## UPGRADING ECMD'S STORAGE INFRASTRUCTURE

ECMD's business model and competitive advantage are based on the application of innovative technology, automation, and operational efficiency. Seven years ago, ECMD chose the IBM XIV storage platform—developed by Infinidat founder Moshe Yanai—for its mission-critical, enterprise-class storage capabilities. High maintenance renewal and upgrade costs, and the uncertain future support for the XIV platform, forced ECMD's IT leadership to begin looking at alternatives for their business. Together with its IT business partner, Dynamix Group, ECMD began its investigation of storage solutions to meet the company's current and future needs.

After extensive analysis, ECMD selected yet another solution designed by Moshe Yanai—the InfiniBox® enterprise storage system from Infinidat.

> "We wanted a reliable, high-performance storage solution to run our entire infrastructure that is affordable and easy to manage on a daily basis. Infinidat fills the bill perfectly with capacity-on-demand, allowing us to grow the solution to our needs."
>
> *Steve Brown*
> *Vice President, MIS*
> *ECMD*

INFINIDAT

Manufacturing → Logistics & Distribution → Planogram Development → Store Set or Reset → Merchandising Deployment → Associate Training → Consumer Sale → Gathering of POS Data → Analysis of POS Data → Cycle Count → On-Site Store Service Routine → Customer

ECMD harnesses the power of technology to drive customer-centric "lateral thinking". Coordinating management of the vertical supply chain using an array of merchandising functions at the retail level can be the difference between success and failure in today's retail environment.

THE ECMD-INFINIDAT PARTNERSHIP

ECMD acquired an InfiniBox F2230 for each of its two data center sites. These systems came with 249TB usable after data protection, and before any data reduction technologies like compression. Today, ECMD runs its key business applications on VMware, with eight ESX hosts running approximately 120 virtual machines on InfiniBox. Applications include custom-written applications for internal and external operations, hosting for the company's various public websites, numerous mission critical SQL Server databases, Microsoft Exchange hosting the entire corporations' email, and robust mobile apps for employees, partners, and customers.

In addition, ECMD employs disaster recovery methodology consisting of VMware SRM and Infinidat's low-latency asynchronous replication to protect and meet business and customer needs during a crisis. Using Infinidat's Capacity-on-Demand model, ECMD pays for only the capacity it needs, with the option to upgrade capacity at any time in 10TB increments. In the event of an emergency or need for additional storage, ECMD has immediate, on-demand access to as much capacity as it needs.

Today, as a result of its partnership with Dynamix and Infinidat, ECMD benefits from mission-critical enterprise storage that is easily managed, highly scalable, and extremely cost-effective. The system is also set up for high-availability replication to ECMD's disaster recovery data center, providing for quick recovery of major services if anything interferes with operations. According to Steve Brown, ECMD's VP of MIS, "Infinidat helps us compete with and win against much larger competitors. In addition to unmatched performance, availability, and cost, InfiniBox is incredibly easy to manage. With a small IT team, we can't afford a dedicated FTE just to manage storage." To learn more about how Infinidat can help your organization scale to win, visit Infinidat.com.

"Upgrades are seamless and nonintrusive. We've been running our Infinidat unit for over two years, and haven't lost a single drive! Of course, that's probably an outlier, but nevertheless we can attest to the extreme reliability of Infinidat."

Jason Shumate
Technical Support Team Mgr.
ECMD

ECMD®
— Design —
Craftsmanship

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