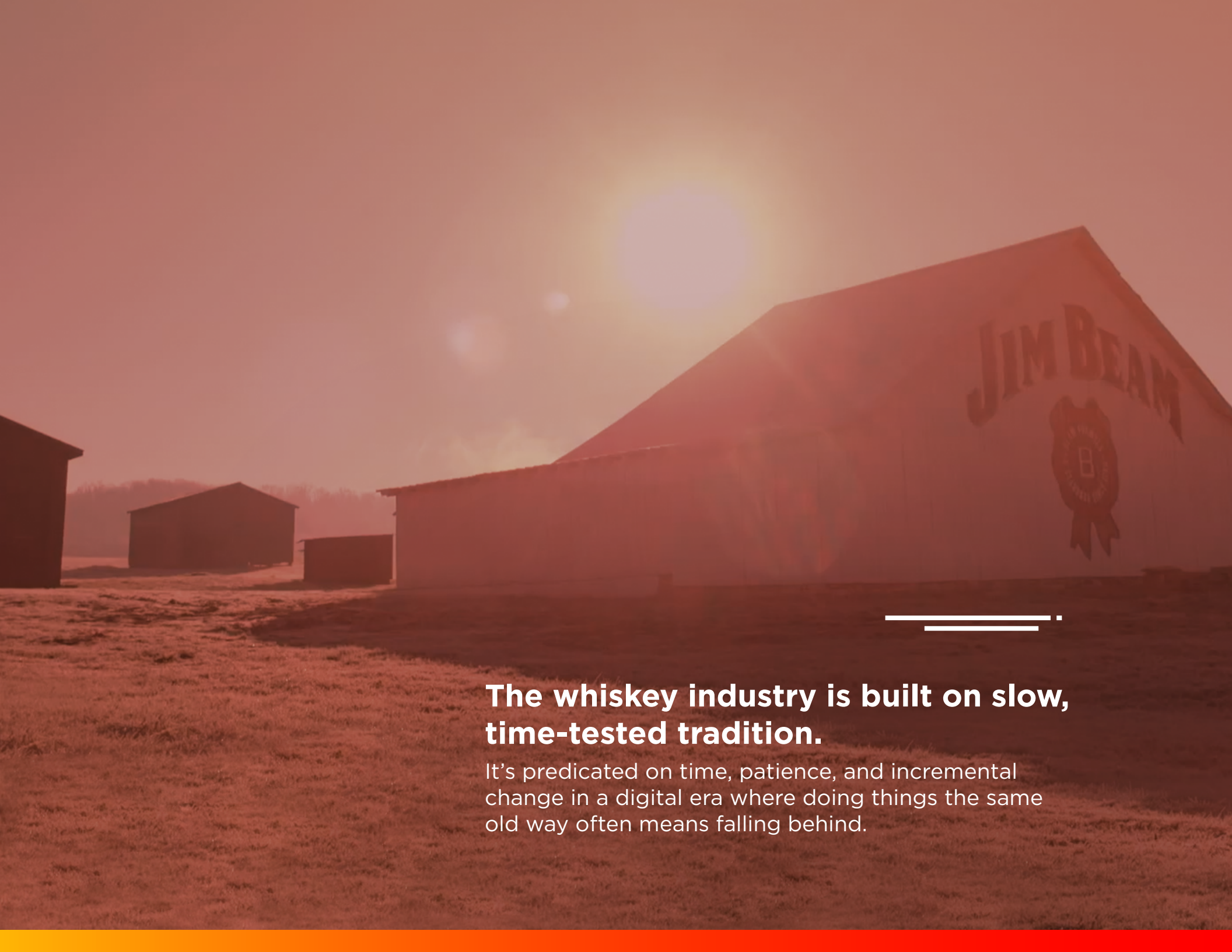


WON WITH DATA

# BEAM SUNTORY

Finding new ways to do  
things the old way





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## **The whiskey industry is built on slow, time-tested tradition.**

It's predicated on time, patience, and incremental change in a digital era where doing things the same old way often means falling behind.



**Beam Suntory wanted to stay true to their traditions, while transforming their technology.**

And just like whiskey-making, it's a meticulous process.





## THE GOALS:

### **Reduce downtime**

(and maintenance)

### **Increase efficiency**

(and production)

### **Raise spirits**

(yeah, we said it)





## THE GOALS:

**They needed to replace outdated infrastructure with something more reliable — something more resilient. Something that would allow them to spend less time maintaining, and more time manufacturing.**



**If the aging technology powering their software failed, production would come to a grinding (and expensive) halt.**



## **Like whiskey, data starts as a chaotic collection of disparate ingredients.**

It needs to be broken down before it can be transformed into something greater. And it requires an experienced hand and proven process to do it right.



### **Coming together**

First, Lenovo worked together with Beam Suntory to find which solutions would have the strongest results.

### **Smooth implementation**

With pre-configured, pre-tested, certified solutions, Lenovo made sure the set-up was as smooth as (you guessed it) whiskey.

### **Applying technology**

For Beam Suntory's infrastructure and needs, we applied a Lenovo Converged HX3310 Appliance with Intel® Xeon processor family to work smoothly with a Nutanix Enterprise Cloud Platform, Wonderware in the distilleries, and VMware back in the offices.

### **Simmering down**

This scalable hyperconverged system brings all compute, storage, hardware, and software together — simplifying data management and minimizing the risk of unplanned downtime, as a result.





## **Distillation is everything.**

It takes smarter technology  
and smarter people to turn  
disconnected data into strong,  
meaningful insights.





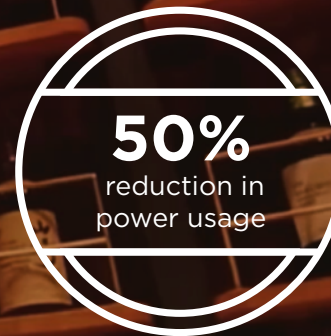
Over time, distillation pays off.



Reduced  
rackspace from  
**15u to 3u**



**30%**  
cost reduction



**50%**  
reduction in  
power usage





## Transformation doesn't have to compromise tradition.

It doesn't mean losing your soul or dollars, either.

Now, thanks to Lenovo, Beam Suntory has true ownership of their technology,  
less risk of downtime, and most importantly lots, and lots of whiskey.



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