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InfraStruXure® On-Demand Architecture Keeps Boat Manufacturer Afloat

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*Erik D. Kim
Executive Manager of Information Technology
Regal Marine Industries
Orlando, Florida*



"Regal is a 36-year-old family-owned and -operated company that builds the highest quality luxury performance boats, from 19' runabouts up to 44' world-class Commodore express cruisers. Our process involves traditional craftsmanship as well as state-of-the-art techniques. We are a world leader in innovation, receiving the industry's prized IMTEC innovation award for our FasTrac hull design, which provides exceptional performance with less horsepower. Recently, the company solidified its commitment to quality by becoming ISO 9001:2000 certified.

"Every department relies on IT to provide accurate and up-to-date information. Our ERP system monitors and handles every aspect of the boatbuilding process, from design through delivery, so downtime puts us out of business. In the short term it would cost us thousands of dollars, but in the long term it could be millions due to the domino effect. We would not be able to make, take, track, or ship orders; deliveries would be delayed, upsetting dealers and customers, which impacts customer loyalty, which affects sales in the long term. We are all about relationships and quality; any downtime compromises that. You just can't put a price tag on it.

Space and power challenges

"Our data center was small and located in the middle of the upstairs offices, with challenging power supplies and difficult fire suppression. The servers just sat on tables accessible by anyone, which left us at risk for theft or unauthorized access. What's more, we had outgrown our backup capacity for all the equipment we had and were planning on implementing. We found there are plenty of power backup units and racks on the market, but none had the versatility and commonsense design that InfraStruXure® does. Its scalability and quality for the price are big selling factors, but its accessibility and ability to customize to our needs are what really make it work for us.

Scalability brings long-term cost down

"The ability to continue adding on components and the simplicity of changing the physical structure of the units make InfraStruXure the most unique and desirable. The modularity of InfraStruXure with NetShelter® SX enclosures and Smart-UPS® addresses both my small space and power requirements. And no one else offers the flexibility of side access or as much cable management. I'm excited that I can take the back doors or side panels off to gain access to cabling anytime I need it. The accessibility makes these racks a real dream.

"To financially justify the purchase, we needed a solution that would meet our current and projected needs, something that was very scalable. Compared with other products on the market, InfraStruXure doesn't cost more, it saves you more! When you take into consideration how much you spend on multiple pieces to make a rack work, InfraStruXure really reduces the overall cost of ownership.

Simplicity too

"The installation went very smoothly thanks to APC Global Services and key partner Media Recovery. They migrated our equipment to InfraStruXure in a manner that made the cabling much easier to access and trace and improved the overall appearance. Immediately, InfraStruXure gave us the clean power we needed to run our current hardware and put an end to server downtime.

"We've already added a few components, and the installation didn't cause any downtime, didn't cost any money to install, or have any unique logistical issues. It's essentially a Plug-and-Play system, which is a big deal to any organization with limited time and IT staff. In the near future, we will need to add more racks without having to replace previous ones, and here InfraStruXure will save us time and money.

Looks do matter

"InfraStruXure has an intangible benefit as well. Previously, people walking by the data center saw a rat's nest of cables, wires, and equipment sprawled all over the place. When someone walks by now, they see a sleek black system with racy, sexy lines and lots of blinking lights and great aesthetics. Quite a few employees have commented that we really look like a data center now. People have greater confidence in systems that look successful. InfraStruXure is a very sharp looking system that adds confidence to anyone's inventory.

"But best of all, when we go home at night there is no more worrying about damage from a lightning strike, no wondering whether my systems are processing clean electricity, and no worrying about the physical security. I am highly satisfied with APC. They have the best warranty, customer service, and product longevity. I will use their services during any major implementation and would recommend them to all of my peers."

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