

Case Study

Morphy Richards

“It’s virtually maintenance-free which reduces the burden on my team while introducing new applications is simple. Basically, FUJITSU PRIMEFLEX vShape does the job we wanted without any complaints. It also consumes 50 per cent less energy than the previous server farm, which adds to the cost savings.”

Trevor Burrows, Supply Chain & Systems Director, Morphy Richards



The customer

Founded in 1936, Morphy Richards is one of the UK’s leading designer and producer of small format household appliances.

The challenge

As a company that depends on manufacturing in the Far East and extensive research and development at home, technology is firmly embedded in all Morphy Richards’ activities. However, its existing estate of 20+ servers were outdated and no longer fit for purpose. It wanted to find a new technology platform that could scale with the company and ensure maximum availability.

“When it comes to our products, we invest in innovation and like to stay ahead of the curve but our back office IT infrastructure no longer reflected that,” explains Trevor Burrows, Supply Chain & Systems Director, Morphy Richards. “Over the years, we had amassed a collection of servers that supported key business functions but was ageing and vulnerable.”

The company believed that moving to a virtualised environment would be the best solution, providing the necessary uptime and resilience, combined with streamlined management. The next step was to find the right partner to deliver the solution. Morphy Richards consulted its local IT reseller, Q-Tron, for advice, who recommended talking to Fujitsu.

“Fujitsu had dug us out of a hole in the past when floods wrecked our offices and destroyed equipment by being able to provide 150 new PCs by the end of the day,” says Burrows. “And, although we haven’t engaged with it from an infrastructure perspective before, we were keen to find out what Fujitsu could offer in the virtualised field.”

The customer

Country: United Kingdom
Industry: Retail
Founded: 1936
Employees: 200+
Website: www.morphyrichards.co.uk



The challenge

Morphy Richards wanted to replace its outdated server farm with a more flexible solution that would provide scalability and high availability to its 200+ users.

The solution

Local IT reseller Q-Tron suggested speaking to Fujitsu, which recommended its PRIMEFLEX vShape virtualised environment. This integrates servers, storage and switches along with virtualisation software in one package.