

Suzuki Canada modernizes infrastructure and forges relationship with trusted advisor

Motorized products company drives efficiencies with refreshed IT and finds synergy with Sentia.



CUSTOMER

Canadians love the outdoors, and many rely on Suzuki products to help them enjoy various recreational pursuits. Japan-based Suzuki Motor Company founded Suzuki Canada Inc. (Suzuki) in 1973 to primarily focus on motorcycle sales, but the product line was soon expanded. Today, the Suzuki brand is well known to Canadian consumers for high quality motorcycles, ATVs and marine outboard motors.

CHALLENGE

Suzuki has always strived to provide “value packed products”, and the company’s focus on quality and value is present in all aspects of its business operations. So, when aging technology systems started causing challenges for the Canadian office – such as inefficient communications with its US headquarters, the inability to conduct day-to-day operations in an agile way, and difficulty in keeping pace with business growth – Suzuki started to consider an infrastructure refresh.

“We needed help with modernizing our IT infrastructure, so we looked for a partner that not only had great technical skills, but would also align with our corporate values and act in a true advisory capacity,” explained Mehmet Unal, Manager – IT, Suzuki.

SOLUTION

To assess the skills, areas of expertise and culture of the seven technology vendors vying for its business, Suzuki conducted face-to-face meetings followed by consultations with each technical team to discuss the general architecture and design approach. “Right from the start, Sentia’s approach set them apart from other vendors,” said Mr. Unal. “Whether we had questions about an application, software, hardware, network, security or downstream process change requirement, Sentia was able to provide immediate, accurate information.”

HIGHLIGHTS

- Suzuki gains a trusted technology advisor they can rely on for fresh ideas and honest, expert guidance.
- Suzuki’s modernized IT infrastructure is fast and reliable, delivering greater efficiencies and virtually zero downtime.
- The technology refresh enables Suzuki to maintain quality standards and continue to deliver premium products to the market.

“Right from the start, Sentia’s approach set them apart from other vendors. They didn’t make promises they couldn’t keep and were very transparent about the entire project, educating us on potential pitfalls and how to overcome them.”

Mehmet Unal, Manager – IT
Suzuki

SOLUTION

Sentia's networking experts assessed Suzuki's existing environment, then designed a server and storage solution that would support the business's current and future needs. The server and storage refresh included a SAS-based IBM Storwize data storage system, Lenovo x86 servers, VMware ESXi (purpose-built bare-metal hypervisor), backup and replication software, and firewalls.

The IBM Storwize solution provides efficient and flexible data virtualization across the storage system. Its cost-effective flash deployment and easy to deploy advanced capabilities helps Suzuki optimize capital and operational expenses and control costs as the business grows.

The Sentia team essentially became one with Suzuki's IT group, working evenings and weekends to accommodate stringent corporate requirements, such as zero downtime for users.

During the project, one of Sentia's networking specialists identified a potential problem: an interruption in Multiprotocol Label Switching (MPLS) connectivity between Suzuki's Canadian and US offices. The specialist promptly provided a solution that would allow Suzuki to proactively address the issue.

"It was Sentia's forward-thinking advice, teamwork and customer-first approach that led to Suzuki being able to plan and think ahead," said Mr. Unal.

The end-to-end solution has provided Suzuki with significant benefits:

- Accelerated ability to respond to business change
- Increased security and reliability
- Modernized communications backbone
- Improved backup capabilities

"Sentia's team became a part of the Suzuki family with their hands-on approach to helping us. I can't say enough about the value add delivered by Sentia, said Mr. Unal."

Now, with a truly trusted technology partner and a newly refreshed IT infrastructure, Suzuki is primed to continue to supply the Canadian recreation market with value-packed products and is well-positioned to handle its next phases of growth.

"Google knows everything – well, so does Sentia's networking team. They truly became members of our IT group and went above and beyond to ensure the project ran seamlessly."

Mehmet Unal, Manager – IT, Suzuki

RESULTS

- Suzuki gained a true partner in Sentia – a partner that goes above and beyond and delivers high value with limitless knowledge.
- A 21st century infrastructure facelift enables Suzuki to streamline business operations and maintain quality standards in a cost-effective way.
- A fast and highly reliable IT infrastructure keeps systems, such as Exchange and SQL, running at 100 percent.
- A highly stable wireless network and full visibility into networking and wireless environments help Suzuki monitor and manage performance and usage.

Sentia offers 24/7 remote monitoring, support and administration of the following:

- Network: Edge, Core, Wireless
- Backup Services
- Servers and Storage
- Exchange
- Virtualization Solutions: VMware and Hyper-V
- Desktop / VDI