



Compaq StorageWorks

An eye to the future makes Tristar successful

Tristar employs Compaq StorageWorks technologies to help position its customers successfully for the future

“Companies today consider and qualify data more frequently as a major corporate asset,” says Martin Luethi, General Manager and Owner of Tristar in Spreitenbach, Switzerland. “Compaq StorageWorks solutions allow Tristar to provide a single open architecture, multi-platform storage solution across the entire enterprise. The flexibility and ability to redeploy StorageWorks across multiple operating systems offers incredible investment protection and positions the enterprise well for future growth.”

Competition for IT resellers is among the most challenging encountered today. Corporate buyers are sophisticated and highly educated. The days of out-marketing the competition with slick images and promises of profits and promotions are ancient history. So what keeps Tristar Technologie AG at the top of its class and in high demand with its select group of customers? Tristar’s strategy is to provide a single, multi-operating system storage platform that offers solid investment protection and the lowest total cost-of-ownership – Compaq StorageWorks.

Based in Spreitenbach, Switzerland, Tristar Technologie AG is a Compaq Reseller and Integrator specializing in single and multiplatform storage and backup solutions for enterprise customers. Tristar’s customer base consists primarily of very large companies in the financial services industries, which are storage intensive and demand instant, reliable data access, and

prepress industries, which require fast access to I/O-demanding graphics applications and databases.

The challenge

“It’s not enough for companies to use their data for writing invoices and accounts receivable anymore,” explains Mr. Luethi. “They need to squeeze much more out of their data to remain competitive.” By combining corporate data with publicly available market data, a company can really gain and generate new information, maintains Mr. Luethi.

Valuable corporate information, when housed in corporate data warehouses or data marts, can provide invaluable sales and marketing intelligence and trends. “Data is now recognized almost universally to be as valuable as a company’s products themselves,” he adds. As the business world becomes more information-

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Better answers

driven, companies must maximize the benefit derived from their data warehouses. Tristar has found that taking advantage of information means that its customers can create more products that are better targeted to individual customers.

The solution

Tristar carries the full line of Compaq storage and backup solutions, as well high-end enterprise server solutions based on Compaq AlphaServers. Tristar also teams with its two sister companies: Data Store, a distributor for Compaq StorageWorks products, and Request, which handles the customer service aspect of Tristar installations.

"For effective risk management, the best tool is a data warehouse. Designing and implementing a data warehouse scenario, complete with a Compaq multiplatform storage solution, is one of Tristar's specialties," continues Mr. Luethi. "Compaq's worldwide presence and broad product line, especially in the storage arena, is difficult for other IT vendors to match. StorageWorks' logical design, successful customer reference base, and worldwide support win out."

DATA, RESOURCE SHARING

"[Compaq ENSA] transforms Compaq StorageWorks solutions into a flexible, shared resource throughout the corporation, analogous to other common utilities such as electricity and telephone service," Ulrich Buhlmann, Storage Specialist at Tristar, says. "It's an industry-standard solution that is easier to manage, lower in cost, and higher in per-

formance and capacity than network storage architectures from competitors."

SCALABLE

"When Compaq ENSA is fully implemented, you will simply be able to snap in the extra terabyte without doing any extra backup and restores," says Mr. Buhlmann, "The architecture greatly simplifies the process and therefore increases productivity."

MULTIPLATFORM SUPPORT

Peter Kestenholz, Sales Manager at Tristar, estimates that about half of the company's sales are to companies that use several different computer platforms. "For a big financial institute with multiplatforms disseminated both geographically or even within a single site, the ability to reuse and redeploy a single storage platform offers very significant investment protection. Just the savings on support and training alone gets a CIO's attention."

DISASTER TOLERANT

"Compaq is a world leader in disaster tolerant solutions, ranging from powerful StorageWorks RAID options all the way up to automated remote synchronous or backup sites," he expands.

MANAGEABLE

"Compaq StorageWorks Command Console is a very economical and practical tool because it allows a single administrator to manage a company's decentralized storage centrally," says Mr. Buhlmann. "You can distribute your storage around the world and manage it from one single location."

"StorageWorks is proven and StorageWorks is open; open and ready off-the-shelf to integrate with all major server environments on the market," Mr. Kestenholz says. "And most importantly, StorageWorks is built on an architecture which is based on industry standards."

"It's just a great overall design. Tristar has done, and will always do, extensive comparative evaluations to make sure it is consistently offering the best solutions," concludes Mr. Luethi. "We can only succeed by building solutions that make our customers successful. I can personally attest to how easy StorageWorks is to install – I did it myself."

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