

# CASE STUDY

TaylorMade Golf moves to cloud-based disaster recovery of ERP systems for greater reliability, scalability and performance.

## TaylorMade Golf

Based in Carlsbad, Calif., with offices worldwide, TaylorMade Golf is a manufacturer of golf clubs, bags and accessories. The firm is currently one of the largest golf equipment and apparel companies in the world.

TaylorMade Golf's initial success came with the innovation of metal drivers, which debuted in 1979 and subsequently dominated the game of golf. Currently, the company markets TaylorMade drivers, fairway woods and hybrids, irons, wedges, golf balls, footwear and apparel.

### The Challenge

#### Finding an alternative disaster recovery solution for a new ERP system

TaylorMade Golf found itself with a number of legacy IT systems. While looking to upgrade in a number of areas, it was disaster recovery (DR) that initially caught the collective eye of IT management.

The planned loss of a corporate disaster recovery support platform offered an opportunity to investigate alternative solutions including DR relocation and upgrade. "We wanted to upgrade our disaster-recovery capabilities in order to mitigate the chance of data loss in our mission-critical, enterprise resource planning or ERP system," says Mike Nevlida, director, infrastructure and services, TaylorMade Golf.

"We were looking at the concept of continuous data protection in both our onsite production and DR environments," he adds. Nevlida also wanted to incorporate newer technology, for example, virtualization, which would allow for quickly scaling memory size, CPU and disk space – without having to purchase incremental hardware.

While the organization was using nightly backup and data replication for disaster recovery, Nevlida envisioned a solution with a lower recovery point objective (RPO) through continuous replication. "We needed a disaster recovery environment that was best of breed to match the 99.99 percent uptime of our new Oracle ERP solution," he says.

The TaylorMade IT team initially considered a colocation facility for its disaster-recovery site. It also considered putting the disaster-recovery capabilities at another of its own sites. "There were unique benefits with each," Nevlida says.



**Michael Nevlida**  
Director, Infrastructure and Services  
TaylorMade Golf  
Carlsbad, Calif.

### Highlights

#### Customer challenge:

- Quickly migrate to an alternative DR platform
- Move from legacy IT systems
- Protect data in mission-critical ERP system
- Cut costs while achieving state-of-the-art data backup

#### Solutions/benefits:

- State-of-the-art DR and data protection
- Reliable and agile DR capabilities
- More predictable operating expenses (OPEX)

"But ultimately, we needed something set up quickly that could scale inexpensively."

To assist in finding the best solution, TaylorMade Golf called upon the aggregation services team from CDW. "An invaluable resource for CDW customers, our aggregation services team offers experienced, professional assistance in the areas of telecom, hosting and cloud services," says Mike DeCorte, CDW account manager.

## The Solution

### Build ERP disaster recovery in a data center hosted by Amazon Web Services while utilizing an Oracle-optimized solution for DR in a cloud managed by Datapipe

Teaming with CDW aggregation services, TaylorMade looked at a number of colocation centers. However, Nevlida and the team could not find the perfect fit. "To achieve TaylorMade's vision of a scalable DR environment, we needed to look beyond colocation," says Brent Strombom, cloud aggregation specialist with CDW. "So we focused on DR as a Service and cloud services."

The CDW team eventually suggested a solution consisting of a data center hosted by Amazon Web Services (AWS). "For a long time, we did not think our requirements would work with Amazon," Nevlida says. "We required private networking and multiple nodes to be replicated synchronously, that seemed to defy implementation at a public cloud provider."

To facilitate disaster recovery of its ERP database, TaylorMade decided on an Oracle Limited disaster recovery optimized solution. "We learned that the Oracle Limited solution was available to us at no cost when in sleep or standby state," Nevlida says.

"AWS is an authorized cloud platform for Oracle – one of a very small number of approved cloud vendors," Strombom adds. As for a cloud service provider, CDW recommended Datapipe. It was Datapipe's flexibility and willingness to share its operations expertise that attracted TaylorMade to the cloud provider. "From the very beginning, we were talking about instances and hourly costs," Nevlida says. "This was an entirely different approach from the colocation options we explored earlier."

## The Results

### Economical cloud-based, disaster-recovery environment offering the potential to do more with less

TaylorMade Golf deployed the hybrid cloud architecture for its disaster recovery platform through Amazon Web Services and Datapipe. "AWS offered us a turnkey solution," Nevlida says. "We can even move between various Amazon data centers if needed for changing protection requirements – without incurring any data transfer charges."

The Datapipe team was able to build a custom, yet cost-effective, DR environment harnessing the power of AWS. "TaylorMade had a highly specific use case for the deployment of cloud resources for disaster recovery in an AWS environment," says Gary Veselka, account executive with Datapipe. "It was an ideal opportunity for Datapipe to architect, secure and manage a hybrid solution optimized to scale."

The benefits gleaned by TaylorMade include:

- Less effort testing and more confidence in DR readiness
- Inexpensive testing without disrupting ongoing replication
- The ability to ramp-up and change in a fraction of the time previously required
- More predictable operating expenses (OPEX)
- Minimal increase in operational support
- Gained cloud skills through partnership with subject matter experts

## CDW Aggregation Services

CDW is one of the largest telecom agents in the country, supporting hundreds of customers over the past decade. We work with more than 70 unique carriers and over 800 colocation facilities who offer a variety of telecommunication-related services including WAN, Internet, voice and hosting.

As a \$10 billion company, coupled with the volume of telecom services, we source for our customers. CDW is uniquely positioned to leverage and investigate the market on behalf of your business. CDW does not resell any service offerings. Rather, we act as an agent with the ability to provide multiple partner options as well as aggressive price points and enhanced support to your organization.

Our in-depth understanding of the marketplace helps customers reduce costs, increase productivity and be a leader on the forefront of technology.

### Areas of Focus:

- **DATA:** Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, point-to-point TDM, etc.
- **VOICE APPLICATIONS:** SIP, PRI, POTS, audio conferencing, enhanced voice services, hosted PBX/VoIP, etc.
- **HOSTING SERVICES:** Cloud computing, hosted email exchange, managed colocation, hosted voice solutions, etc.

### Benefits of Using CDW's Telecom Services:

- Multiple carrier designs and pricing
- Dedicated carrier resources – CDW has at least one dedicated person from each carrier onsite for all levels of support – pre- and post- installation
- CDW voice and data spend contributes to customer's overall CDW spend
- CDW customers save an average of 22 percent off of their existing contracts

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