



Accelerating supply chain performance to drive growth

With more scalable data infrastructure, DENSO International Europe strengthens system reliability, speeds up demand forecasting, and remains a top supplier

DENSO
Crafting the Core

Customer: DENSO International Europe B.V.

Industry: Manufacturing

Country: The Netherlands

Speed and reliability are essential in automotive supply chains where even minor slowdowns can disrupt production and delay fulfillment. To keep up with growing demands, DENSO International Europe B.V. implemented a high performance data infrastructure, accelerating response times, improving production planning, and reducing maintenance costs by up to €60,000 (\$65,000) annually — reinforcing its strong market position in global automotive manufacturing.

Supporting growth and reliability

Netherlands-based DENSO International Europe B.V. operates in a fast-paced industry where efficiency and reliability are essential. The global provider of automotive and mobility products relies on complex supply chains and just-in-time manufacturing. Even minor IT disruptions can interrupt production, affect logistics, and cause delays in meeting customer delivery commitments.

“One of our main operations involves supplying parts to OEMs (original equipment manufacturers) and service centers,” says Mark, a senior IT specialist at DENSO International Europe. “When service centers request parts, our system needs to respond quickly to make sure we rank at the top of their lists of suppliers.”

But as its infrastructure got older, the company started running into system slowdowns, capacity issues, and higher maintenance costs. To keep things running smoothly across its multinational operations, it needed a more scalable data infrastructure that could handle the load and help avoid costly disruptions.

A strategic upgrade has strengthened its system reliability as well as improved data availability while ensuring consistent performance across its supply chain and reducing operational overhead. The company now enjoys much faster response times for parts requests and order processing, giving it a competitive edge.

“Our middleware processing times have dropped from one hour to just 10 minutes. Now teams can access data instantly and keep our operations moving without delays.”

– Mark de Coo, Senior IT Specialist, DENSO International Europe B.V.

Vision

Enable fast, reliable, and cost-efficient operations to support growth and maintain a competitive edge

Strategy

Implement a scalable and high performance data infrastructure to improve system reliability, accelerate processing, and streamline system management

Outcomes

- Accelerates order fulfillment by cutting middleware processing time from 1 hour to 10 minutes
- Improves demand forecasting efficiency and reduces processing from several hours to 30 minutes
- Ensures uninterrupted system availability, minimizing downtime and operational disruptions
- Cuts annual maintenance costs by up to €60,000 by eliminating outdated infrastructure expenses
- Shrinks hardware footprint and energy usage by almost 50%, lowering environmental impact



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Mark de Coo, Senior IT Specialist, DENSO International Europe B.V.

Accelerating performance and streamlining operations

After eight years in operation, DENSO International Europe’s storage system was under growing strain, and slowed down important business processes such as inventory tracking. “We noticed issues during maintenance,” explains Mark, “The system could no longer meet the growing demands of our operations.”

Upgrading to high performance storage and scalable server solutions has addressed these issues and accelerated database processing and file migration while making middleware operations more efficient. Tasks that previously took longer than an hour can now be completed in minutes, reducing bottlenecks in important workflows.

“In particular, our middleware processing times have dropped from one hour to just 10 minutes,” says Mark. “Now teams can access data instantly and keep our operations moving without delays.”

The new infrastructure has also enhanced the company’s VMware® environment, which supports workplace and application management across its European offices. Business applications are more responsive and have less downtime.

These improvements extend to inventory and order fulfillment. As Mark notes, “We’re more competitive because we can fulfill orders faster.” The forecasting system, which predicts demand for spare auto parts, has also become far more efficient. What once required overnight processing now takes just 30 minutes, enabling quicker and more accurate planning.

Ensuring continuous operations

Previously, planned maintenance often caused significant downtime, disrupting business processes and resulting in inefficiencies. With the new infrastructure, DENSO International Europe has strengthened its business continuity by ensuring system availability and reducing the risk of unexpected outages.

Backup and recovery operations are now much faster, which lowers downtime during disruptions. “We can now keep critical applications running without unnecessary interruptions,” says Mark. “It’s a more reliable environment that gives us peace of mind.”

Reducing costs and increasing efficiency

The new infrastructure has delivered substantial cost savings for DENSO International Europe by reducing maintenance expenses and streamlining IT operations.

“Before, we spent around €25,000 to €26,000 every year on support for our aging storage system,” says Mark. “With the new infrastructure, we’ve eliminated those costs, and factoring in other resource efficiencies, I estimate we save about €50,000 to €60,000 a year.”

In addition to cost savings, implementing the HPE GreenLake cloud has consolidated infrastructure management by several teams across Europe. This reduced time-consuming manual processes, freeing up staff to focus on more strategic initiatives and long-term planning, such as managing server capacity more efficiently and automating routine system updates.

Enabling consistency in operations

DENSO International Europe’s new infrastructure is built on HPE Alletra Storage MP B10000, an NVMe-based storage solution that delivers high performance, low latency, flexible scalability, and simplified storage management. “We needed a single-tier and high-speed storage solution, and NVMe flash storage was the right choice for us,” explains Mark. “It has a smaller footprint, runs faster, and also improves cooling.”

HPE Alletra Storage MP B10000 offers the industry’s first disaggregated, scale-out block storage with a 100% data availability guarantee. It delivers an AI-driven cloud experience that reduces operational times and lets customers scale performance and capacity independently, eliminating overprovisioning and lowering costs.¹

Together with the storage upgrade, the company implemented HPE ProLiant DL365 servers with AMD EPYC CPUs to support its growing workloads and provide reliable and rapid processing.

These solutions have created a standardized environment across the company’s European IT operations. “Having a single technology ecosystem keeps things consistent across our teams,” says Mark.

Advancing sustainability by reducing energy use

The solutions were selected with sustainability in mind as DENSO International Europe prioritizes energy efficiency to reduce power consumption, heat output, and cooling demands. By consolidating its systems



and moving to a more energy-efficient infrastructure, including HPE Alletra Storage MP B10000 and HPE ProLiant DL365 with AMD EPYC CPUs, the company has cut its energy use by nearly 50% while easing the strain on cooling systems. This contributes to its goal of achieving carbon neutrality by 2035. It has also reduced its hardware footprint by almost half, minimizing its material waste and environmental impact.

Access to tools that provide visibility into IT energy consumption has likewise enabled more precise monitoring of system performance and resource utilization. HPE GreenLake sustainability dashboard, for example, offers insights into power use and carbon emissions, helping the company identify ways to be more efficient.

According to Mark, the company does not just look at performance. “We also want technology that helps us reduce our carbon footprint. Our Alletra and ProLiant systems with AMD EPYC give us both.”

Expanding capabilities

With a future-ready infrastructure in place, DENSO International Europe is looking at new workload deployments and cloud integrations to support its operations.

“Our next steps include making better use of our technology stack and improving how we connect with cloud-based tools, such as ERP systems,” shares Mark.

Centralized management has also created opportunities for greater automation. “We’re reducing the amount of manual work in our IT management, and automation will be a big part of that going forward.”

¹ “HPE Storage substantiation,” HPE, 2024.



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Solution

HPE GreenLake

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- HPE Alletra Storage MP B10000
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