

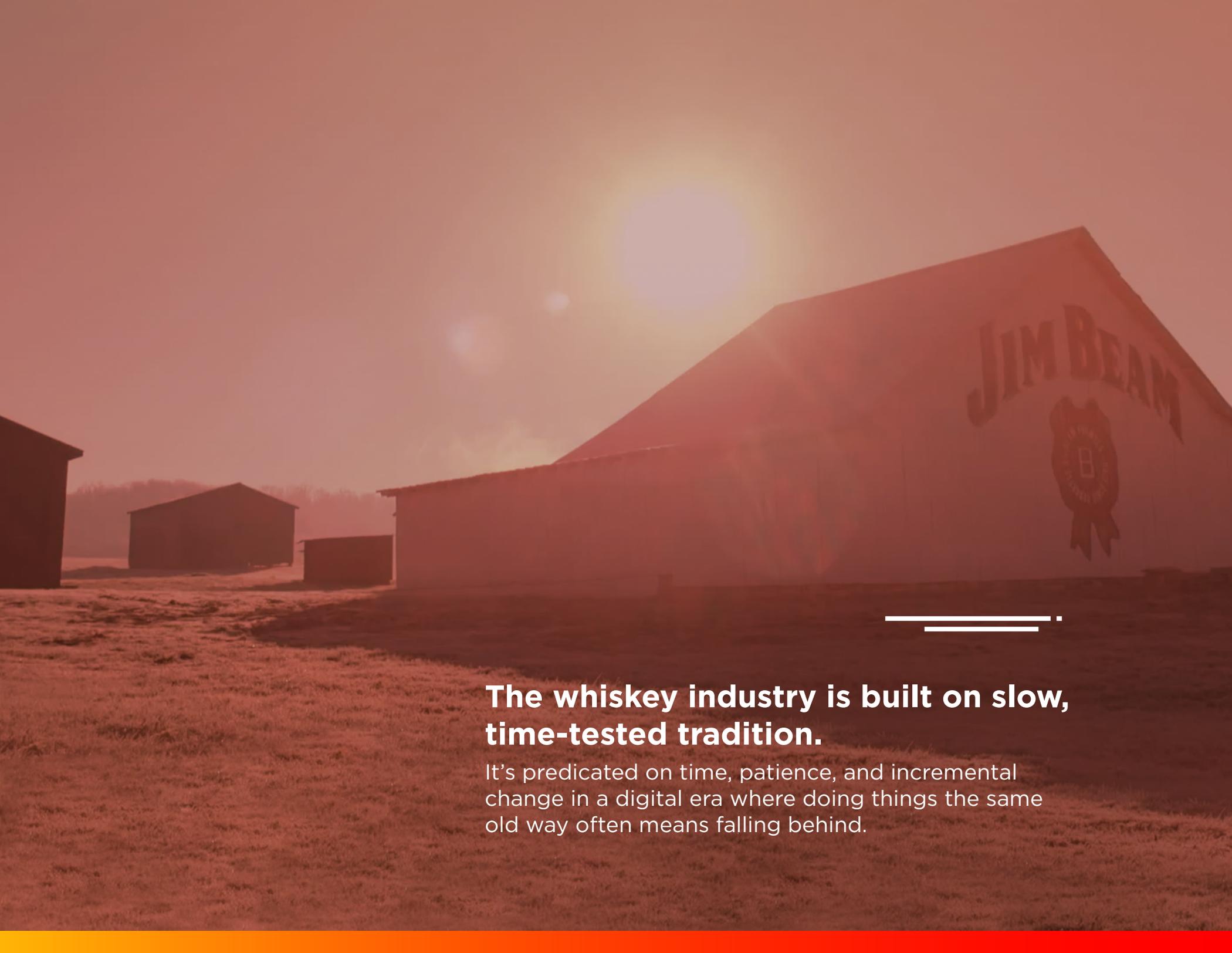


WON WITH DATA

BEAM SUNTORY



Finding new ways to do things the old way



**The whiskey industry is built on slow,
time-tested tradition.**

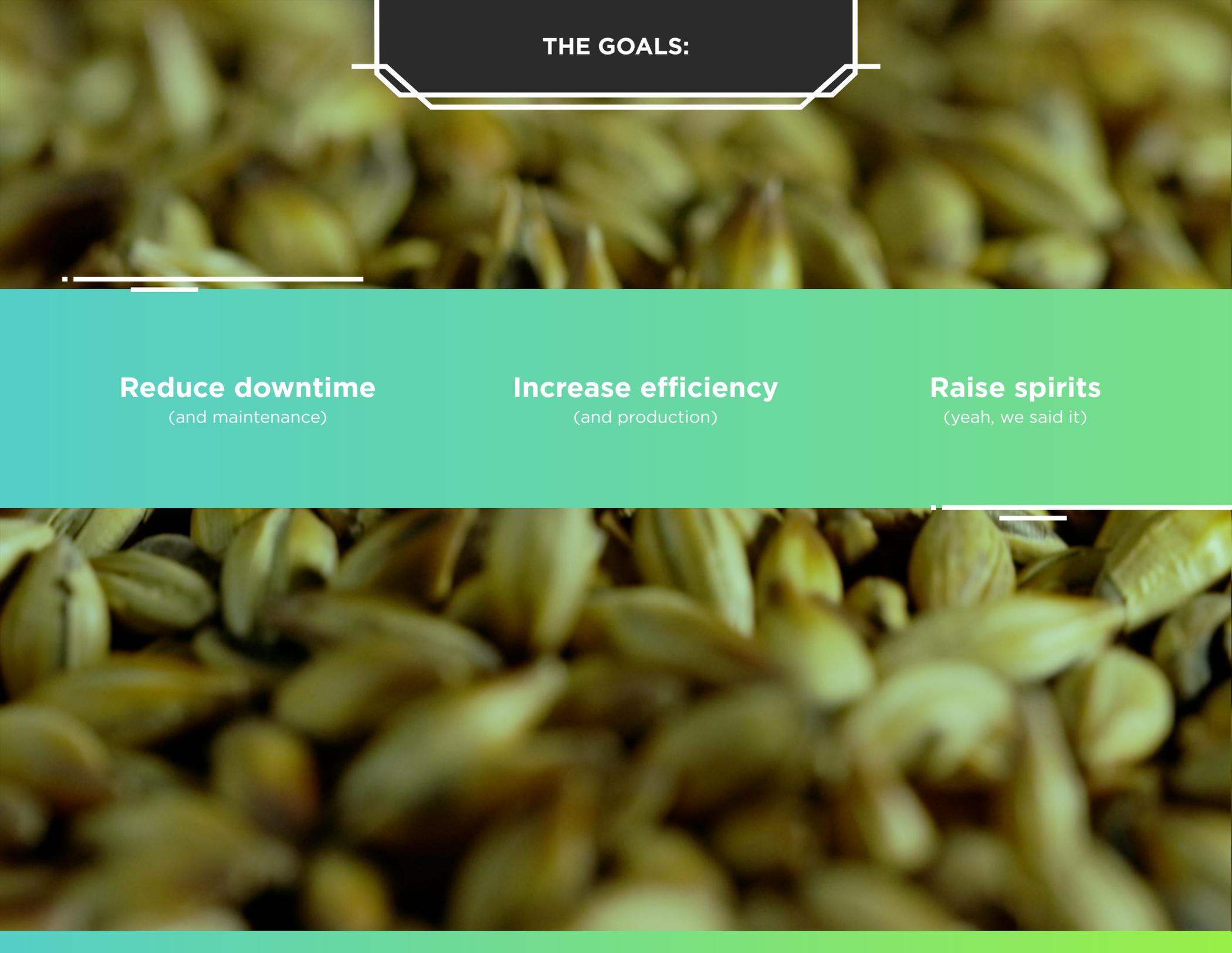
It's predicated on time, patience, and incremental change in a digital era where doing things the same old way often means falling behind.



Beam Suntory wanted to stay true to their traditions, while transforming their technology.

And just like whiskey-making, it's a meticulous process.





THE GOALS:

Reduce downtime

(and maintenance)

Increase efficiency

(and production)

Raise spirits

(yeah, we said it)

The background of the entire slide is a close-up, slightly blurred image of almonds. The almonds are light brown and have a textured, ribbed surface. They are scattered across the frame, with some in sharp focus and others blurred in the background. A dark grey rectangular box with a white border is positioned at the top center of the slide, containing the text 'THE GOALS:'. Below this box is a solid green horizontal bar that spans the width of the slide, containing the main text. At the bottom of the slide, there is a solid teal horizontal bar.

THE GOALS:

They needed to replace outdated infrastructure with something more reliable — something more resilient. Something that would allow them to spend less time maintaining, and more time manufacturing.



If the aging technology powering their software failed, production would come to a grinding (and expensive) halt.

Like whiskey, data starts as a chaotic collection of disparate ingredients.

It needs to be broken down before it can be transformed into something greater. And it requires an experienced hand and proven process to do it right.



Coming together

First, Lenovo worked together with Beam Suntory to find which solutions would have the strongest results.

Smooth implementation

With pre-configured, pre-tested, certified solutions, Lenovo made sure the set-up was as smooth as (you guessed it) whiskey.

Applying technology

For Beam Suntory's infrastructure and needs, we applied a Lenovo Converged HX3310 Appliance with Intel® Xeon processor family to work smoothly with a Nutanix Enterprise Cloud Platform, Wonderware in the distilleries, and VMware back in the offices.

Simmering down

This scalable hyperconverged system brings all compute, storage, hardware, and software together — simplifying data management and minimizing the risk of unplanned downtime, as a result.



Distillation is everything.

It takes smarter technology
and smarter people to turn
disconnected data into strong,
meaningful insights.





Over time, distillation pays off.



Reduced
rackspace from
15u to 3u

30%
cost reduction

50%
reduction in
power usage



Transformation doesn't have to compromise tradition.

It doesn't mean losing your soul or dollars, either.

Now, thanks to Lenovo, Beam Suntory has true ownership of their technology,
less risk of downtime, and most importantly lots, and lots of whiskey.



[GET IN TOUCH](#)

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