

Tardis/iNova Case Study

“A core strategic focus is to expand our product offerings within the Asia-Pacific. Our flexible business model and infrastructure allows iNova to readily partner with other companies in bringing valued products to new markets quickly and to operate with speed and simplicity in generating maximum growth.”

Andrew Howden,
iNova Chief Executive Officer

The Company: iNova Pharmaceuticals

Industry: Pharmaceuticals

Geographics: Headquartered in Sydney, Australia, managing markets throughout Asia Pacific and South Africa.

Employees: 200

The Solution: Transition to new platform using IBM® BladeCenter®, IBM DS4700 SAN Storage devices and VMware ESX.

Business Challenge

iNova Pharmaceuticals was formed as a result of the buy-out of 3M Pharmaceuticals' branded businesses in Asia Pacific and Africa in 2006. The new company had 12 months to detach from the 3M SAP® ERP system, leaving iNova with virtually no infrastructure at all. Given the size, timeframe and importance of this transition, iNova selected Tardis as its solution provider due to its excellent offer, extensive relationship with IBM and expertise across a broad range of IT solutions.

Tardis Solution

Reliability and scalability were crucial to iNova in transitioning to a new platform. As a result, Tardis designed a solution using components that offered both the performance and flexibility iNova needed. The Tardis solution provided ample storage, speed and security. It also ensured that as iNova continues to grow and diversify its product markets and geographic operations as planned, the platform adapts easily to changes in user demand.

Business Benefits

iNova, as a brand new company, had one chief business benefit in mind - it needed a complete infrastructure solution quickly and painlessly. Having achieved that, it then used its new Tardis-designed solution to:

- Continue business as usual with minimal system disruption in light of major organisational change
- Immediately provide end-users with a reliable system providing exceptional security, performance and storage capacity
- Enable IT performance to match the company's planned strategic growth across product and geographic markets

Quantifiable Benefits

Through this solution, iNova has achieved:

- The timely transition of large volumes of data within deadline
- Availability of familiar applications as well as new software to maintain productivity and user experience
- Excellent cost effectiveness through virtual environment
- Reduced need for new hardware due to scalable storage, enabling ongoing cost savings
- Ability to run test environments without interrupting the business, generating CapEx proposals or purchasing new hardware resulting in savings of time, money and energy



Tardis/iNova Case Study (cont.)

Tardis enables transformation

Starting a new business is always challenging. When 3M Pharmaceuticals divested its Asia Pacific and South African businesses resulting in the formation of iNova Pharmaceuticals, the new company's plans for rapid expansion meant it had to ensure business continuity and scale for growth in addition to overcoming the usual introductory hurdles.

iNova chose Tardis to design and build its IT solution because, as iNova's Group Manager, IT, Starr Prendergast, said, "Their solution was very solid and they had a price/performance offer on the table that was particularly good. I gave them the brief as to where we were with no infrastructure; they did an assessment and their proposal seemed very workable. The technology was at a level we could all feel comfortable with and it had a corresponding budget that also made our owners feel good."

Products and processes live up to their potential

Not only was the solution appealing, Prendergast was impressed with the process, "They were very flexible and whilst Tardis is a largish company you do have access to some of the high level engineering design people which allows you to talk over your concerns firsthand with those people rather than just getting documents handed down from some unknown design layer."

Tardis kept up to three technicians on site throughout the implementation and ensured the designs were implemented as written. Prendergast was very pleased, "Tardis did a very good job during that set-up phase. We came to a couple of crossroads where a few options came up; the design engineers were quickly on the job, account management gave me my options and their cost impacts. One was a little extra spend; it wasn't hard to justify, so we went down that path. It was quite a flexible process."

The solution itself also met expectations, said Prendergast, "It all worked very seamlessly and has done ever since and we're still on that very same platform today. It's proved to be a very, very good solution."

Flexibility - the key to growth

Brand new technology when it was implemented, iNova's system has brought significant benefits to the growing business, according to Prendergast, "It gives us a lot of flexibility and ease of capacity management. Because we run a virtual environment, we can provision applications and servers on the fly with very little interruption to our existing process and it also then means we are hardware independent, we don't have to wait for servers to be delivered. It allows you also to run up test environments very, very quickly without any extra expense and hardware or interrupting the business. It is very cost effective because you're getting the most out of your hardware."

An ideal foundation for the future

Provisioning for the future is at the heart of the solution's benefits – iNova is expanding in Asia Pacific and Africa with a zero IT infrastructure footprint, setting up satellite offices on top of their existing Australian infrastructure using, as Prendergast said, "just a couple of Cisco boxes and some laptops and away we go. I can set up a fully owned subsidiary in about eight days."

Tardis' relationship with iNova continues to grow and develop. Prendergast said, "Tardis did a very good job during the set-up phase. Their subsequent account management has been good; their attention to detail is good; the follow-up is good. The continuity of management has been good. In fact we're working with Tardis now on not only some server infrastructure, we're working with some network infrastructure as well."

Call (02) 8870 9000
or email sales@tardis.com.au

