

CASE STUDY

Gaming Equipment Leader NOVOMATIC Wins Big with Infinidat's Enterprise Storage Solutions, Increasing Performance, Efficiency, and Cost Savings

NOVOMATIC Italia develops and markets gaming products through well-known commercial brands in the Italian gaming sector. The range of NOVOMATIC Italia's offering includes physical gaming products and services, also in self-service mode through management systems and cutting-edge technologies, unique system solutions, and innovative products. NOVOMATIC Italia is part of the NOVOMATIC AG Group, one of the largest international manufacturers and operators of gaming technologies. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has offices in 50 countries, exports high-tech gaming equipment to around 100 countries, and employs about 22,000 people worldwide. The NOVOMATIC AG Group has been in Italy since 2007, specializing in the supply of Newslot and Video Lottery products.



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Daniele Rosati
IT System Infrastructure
& Architecture Manager,
NOVOMATIC

THE CHALLENGE: FROM COMPLEXITIES AND INEFFICIENCIES TO PERFORMANCE ISSUES AND HIGH COSTS

NOVOMATIC needed an enterprise storage refresh, having struggled with the slower performance, complex storage management, and limited support of its outdated storage implementation from a legacy vendor. The challenge that the IT infrastructure team at the gaming equipment giant faced was to address the latency issues, complexities, inefficiencies, poor end-user experience, rising costs, reliability concerns, and the lack of flexibility. The company didn't want to simply leave its next deployment to chance when it needed to ensure support for its business-critical data. The IT team desired a powerful path forward to upgrade their enterprise storage infrastructure.

NOVOMATIC was searching for higher performance, simplicity, efficiency, availability, and cost-effectiveness, as well as built-in AIOps based service and support. They not only had a complicated infrastructure that was under-performing and requiring too much intervention, but they also had serious concerns about skyrocketing costs due to the traditional way the other storage vendors approached service and support.

Solution Advantages for NOVOMATIC



Exceptional increase in performance of the storage infrastructure to support mission-critical applications and workloads



Autonomous automation that delivers unmatched ease of use



Significant cost savings, along with the assistance of a technical advisor at no extra charge



Substantial performance benefit - latency reduced by 68%

“We can say with certainty that purchasing a maintenance contract would have been substantially more expensive and would not have brought us the advantages we were seeking. We wanted service and support that would save us time and money,” said Daniele Rosati, IT System Infrastructure & Architecture Manager at NOVOMATIC. “We wanted to partner with a top-tier storage solution provider that could change the game for our on-premises enterprise storage infrastructure by delivering innovation, automation, and a very high level of technical support that makes our life easier.”

THE SOLUTION: INFINIDAT’S AWARD-WINNING INFINIBOX PLATFORM FOR UNMATCHED TECHNICAL AND BUSINESS VALUE

NOVOMATIC selected Infinidat to provide the new, state-of-the-art enterprise storage solution for the next phase of the company’s momentum as a technology-driven enterprise. The award-winning InfiniBox® platform was installed in mid-2022, with the support of the Technical Advisor, whom Infinidat provides for all customers at no extra charge.

InfiniBox provides the industry’s highest performance at the lowest latency, along with guaranteed 100% availability, ease-of-use, cyber storage resilience guaranteed, and autonomous automation – available with flexible consumption models for lower CAPEX and OPEX. In the same spirit of gaming that is the company’s core business, it’s safe to say that NOVOMATIC was now playing, figuratively speaking, with a “full house” of storage capabilities for a winning hand.

“With Infinidat, we had the opportunity to implement an excellent on-premises, cloud-like experience, thanks to the InfiniBox solution’s extremely user-friendly interface, flexibility to grow with Capacity-on-Demand, and software driven by AI and machine learning that give us the best performance in our environment,” said Rosati. “In addition, Infinidat technology guarantees extremely high reliability. Infinidat substantially exceeded our expectations.”

The IT team also appreciated the full interoperability between InfiniBox and Microsoft’s Hyper V virtualization layer that NOVOMATIC deploys. They have a stretched cluster with some nodes in one data center and some others in another data center. The Hyper V support solved a key issue for them. Also, the compatibility between InfiniBox and their Cisco UCS servers was also a welcome value-add. The ecosystem of interoperability and integrations that surround Infinidat’s platforms reinforced that the gaming equipment leader had made the right decision to choose Infinidat.

THE BENEFITS: IMPROVED PERFORMANCE, INCREASED EASE OF USE, AND LOWER COSTS

NOVOMATIC saw a remarkable improvement in the performance of their storage infrastructure structure after the installation of Infinidat’s InfiniBox platform. The autonomous automation optimized both the performance and the efficiency of managing a variety of workloads and applications. The Capacity- on-Demand delivered significant cost savings. The interoperability with Hyper V and Cisco UCS created a more seamless operation. Overall, the simplicity of the solution also made a lasting impact on the company.



“The ease of use of the Infinidat storage solution is outstanding, and we do not have any latency issues anymore after the installation of InfiniBox,” explained Rosati. “We can now do everything independently, and we benefit from the set-it-and-forget-it approach that Infinidat delivers. The flexible consumption model that Infinidat provides us is also very important, enabling us to lower our operating costs and capital expenditures.”

The impact of the Infinidat enterprise storage solution reduced latency by 68% for NOVOMATIC. Infinidat replaced the 1ms latency from the customer’s previous Hitachi Vantara product with an unmatched latency of 0.32ms. Further, Infinidat increased the cache hit ratio by 48.8%, to 98.8% compared to the Hitachi system, which struggled at 50%.

Infinidat’s ‘white-glove’ service also differentiated the company, offering the customer access to elite support capabilities, including a dedicated professional services resource, at no extra charge. “Our Technical Advisor, who has been exceptionally helpful, is included without any limitations. The Technical Advisor has helped us proceed in an organized and accelerated way when we needed it,” he added. “Before Infinidat, we didn’t know the experience with an enterprise storage solution provider could be so good, or, as we say in Italy, la dolce vita.”

THE FUTURE: GROWING CAPACITY WITH INFINIDAT

NOVOMATIC plans to leverage Infinidat for future expansion, including increased capacity. The company will also have the opportunity to take advantage of the latest advancements with Infinidat’s cyber resilience capabilities.

Company Name: NOVOMATIC Italia S.P.A.

Headquarters: Italy

Website: <https://www.novomatic.it/en/explore-novomatic/novomatic-italia>

To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](https://www.infinidat.com).