Mosaic Technology Helps Orvis Go Green with Virtualization

In 1856, Charles Orvis founded the Orvis Company in Manchester, Vermont, offering the finest fly fishing equipment, and priding himself on customer satisfaction and service. Today, along with its world famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products. Each item is rooted in the Orvis heritage of authenticity and the outdoors, and is backed with a no-questions-asked guarantee. As the longest-running mail order business in the United States and with its flagship retail store located in the same Vermont village as the original store since 1856, Orvis offers unmatched experience and knowledge.

Today, Orvis is much more than mail order. Though millions of longtime customers receive Orvis catalogs each year, there are now more than 44 Orvis retail stores in the U.S. and UK, and more than 500 Orvis dealers worldwide who sell and service the Orvis product line. In addition the Orvis website offers a wide range of award-winning products for men's and women's clothing, fishing, home, dogs, and hunting.

Orvis Culture

When you talk with people at Orvis you get a sense of a company that believes people and relationships -- both inside and outside the organization – are what are important. While Orvis has changed and grown since its early years it has remained true to its core principle of quality products backed by exceptional people and a deep concern for the environment.

Orvis 2020 Green Initiative Fuels Virtualization

Orvis donates 5% of pre-tax profits annually to organizations that protect fish and wildlife habitat. Over the last ten years, Orvis donated nearly $10 million to these organizations, including Trout Unlimited, The Nature Conservancy, Coastal Conservation Association, Ducks Unlimited, The Conservation Fund, Ruffed Grouse Society, and The Atlantic Salmon Fund.

Company	**The Orvis Company**
Located	**Manchester. VT**
Industry	**Brick and Mortar and On-line Retail**
Concern	**Consolidate IT Infrastructure services. Reduce power use. Lower capital expenditures**
Solution	**Work with Mosaic Technology to design and implement virtualization.**

"The decision to work with Mosaic was really rather simple. They never tried to 'sell' us. Instead they presented their capabilities and experience without pushing a specific product at us -- which was refreshing. It was also of substantial value that the Sales Engineer who was there at the beginning and obviously very knowledgeable remained hands-on with the project through to completion. "

Scott Koerner
Manager of IT Technical Services
The Orvis Company

In a similar vein Orvis has a corporate objective to be carbon neutral by 2020. The focus is on four areas: energy, waste, paper and awareness. It was this initiative that helped Scott Koerner, Orvis Manager of Technical Services, make the move to virtualization.

 "By virtualizing we'll save on power consumption, said Mr. Koerner. " We'll also reduce our physical footprint, consolidate our IT infrastructure services, and lower capital expenditures."

Orvis Partners with Mosaic

Orvis decided to partner with Mosaic Technology based on Mosaic's knowledge and experience with a wide range of virtualization and infrastructure technologies. They also appreciated the Mosaic collaborative approach. Mosaic came with no pre-conceived notion of a single product-based solution. They listened and presented overall capabilities before entering a dialogue about possible solutions. Consequently, this helped Orvis map out a strategy that leverages virtualization capabilities to improve other IT areas such as backup, replication, and disaster recovery.

Virtual Servers and Virtual Storage – A Complete Virtualization Solution

Mosaic's team -- using Orvis business, budget, and technology objectives -- designed a virtualization plan based on VMware Virtual Center. The initial implementation consolidated 20 physical servers into three VMware ESX servers. As is Mosaic's practice, substantial training and knowledge transfer occurred during the entire process. Mr. Koerner plans to continue the consolidation.

"We've kept a few physical stand-alone servers for practical reasons, Mr. Koerner said. 'However, anyone requesting a server in the future will need to make an extremely strong case to get other than virtual."

To support the virtual server environment Mosaic recommended an iSCSI SAN. An added benefit of this choice is that it supports the stand-alone servers as well.

iSCSI SANs provided an ideal fit for what Orvis was attempting to accomplish both in the short term with server consolidation and with longer term objectives such as replication, From a cost/value perspective it presents a sound solution.

Orvis Benefits

As a result of the virtualization, Orvis has cut its power consumption significantly – allowing The IT department to contribute to the Orvis 2020 vision.

In addition virtualization has streamlined IT infrastructure management, reduced the physical footprint in the data center, and will lower capital expenditures in the future.

Efficiency Vermont Gives Orvis Rebate

Based on savings achieved by virtualizing their servers and storage, Orvis received a rebate check from Efficiency Vermont, a state funded agency that helps individuals and businesses reduce energy use.

Mosaic and Orvis

Based on the success of their phase one collaboration on virtualization Mosaic and Orvis will continue their partnership. Disaster recovery using replication and an improved backup system are areas where Mosaic will help Orvis in the future.

About Mosaic Technology

For over 15 years Mosaic Technology has provided IT Infrastructure solutions to companies around the world. We help companies evaluate their IT environments and develop solutions that meet IT and business needs. We deliver solutions that are easy to install, easy to use, and deliver immediate and long term ROI.

Based in Salem, NH, Mosaic has sales and technical offices throughout the United States and associates worldwide. We provide virtualization, data storage and management, and email solutions designed with technology from companies such as VMware, Dell, Dell EqualLogic EMC, Hitachi, Exagrid, Data Domain, CommVault, Sun, Cisco, and Symantec.