



Callaway Golf

Keeping global operations swinging

Golf is hugely popular throughout the world, from Argentina to Zambia and everywhere in between. Callaway Golf uses Lenovo and Nutanix technology to keep global business operations running like clockwork, so it can serve golfers wherever – and whenever – they are.





It's 8:15 AM at Callaway's California headquarters. The start of the day, right? Think again. It's lunchtime at the New York office, the folks in London are getting ready to head home, and it's past midnight for the team in Tokyo.

Operating in over 70 countries through more than a dozen international subsidiaries, sporting goods company Callaway needs to keep worldwide manufacturing and retail operations running all day long - in every time zone. Which is much easier said than done! With each subsidiary managing its own IT, solution deployment was difficult and availability was not guaranteed.

Q: What could Callaway do to ensure uninterrupted round-the-clock operations?

A: Replace the collection of traditional IT systems with a new global standard.

But which tech to choose? After looking through multiple proposals for emerging technologies, Callaway selected a hyperconverged infrastructure - think: 'data center in a box' - from Lenovo and Nutanix. Callaway implemented two clusters of Lenovo Converged HX3310 appliances, equipped with the Intel® Xeon® E5 family of processors. The first was deployed at its golf ball manufacturing plant as part of an IT modernization project and another at its Carlsbad HQ for disaster recovery.



Because the Lenovo-Nutanix hyperconverged tech ‘pools’ compute and storage resources into a single virtual structure per cluster, it’s like Callaway only has one system to manage. Now that’s what you call a hole-in-one.

Back at HQ, it’s 8:20 AM. Enter Sean Keenan, Senior Systems Engineer. After a quick cup of coffee, he’s ready to log on and see how global IT operations have been performing.

“Nutanix on Lenovo has the single pane of glass that allows me to monitor and manage our entire virtual infrastructure, with one-click updates across the globe,” says Sean. “It’s made my job way easier. We’re also able to respond to potential issues and performance bottlenecks much faster than before.

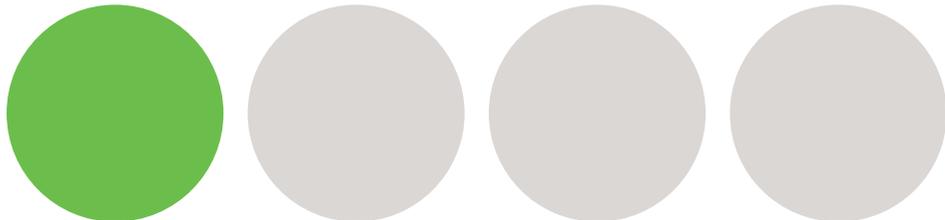
“With help from Lenovo, we’re transforming IT infrastructure across the company and building a stronger foundation for our 24-hour, global business operations.”

It doesn’t matter what time it is or where you are when you buy a Callaway club. Thanks to Lenovo and Nutanix tech, Callaway is always ready with a club and a golf ball to improve your game.



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Solution components

Hardware

Lenovo Converged HX3310 Appliance with Intel® Xeon® E5 family of processors

Software

Lenovo XClarity

Nutanix Enterprise Cloud Platform

- Nutanix Acropolis
- Nutanix Prism

Software

Lenovo Professional Services

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—Sean Keenan, Senior Systems Engineer, Callaway Golf

With each of its global subsidiaries running its own systems, how could Callaway keep enough control over IT to ensure smooth business operations? Together, Lenovo and Nutanix technology standardized and simplified Callaway's global, 24/7 IT operations.



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