

Building a high-performance, future-ready IT foundation for international growth.

How **HUF HAUS** modernized its data center with Lenovo ThinkSystem servers, powered by AMD EPYC™ processors and all-flash storage, and enhanced office and remote workplaces with Lenovo PCs – boosting employee performance and productivity, reducing costs, and facilitating international business growth.

Lenovo Infrastructure Solutions
for The Data-Centered

1

Background

[HUF HAUS](#) manufactures premium prefabricated homes with spacious, modern, open-plan designs. The family business, now in its fourth generation, is located in Hartenfels, Germany, and employs more than 400 people. From show homes across Europe, the company showcases its unique combination of innovative post-and-beam architecture and energy efficiency.

Committed to offering the highest levels of quality, HUF HAUS follows the strictest sustainability criteria in the planning and fabrication of its products. The designs make perfect use of natural light to create a sense of openness and freedom.


To make the construction process as easy as possible for customers, HUF Haus and its six subsidiary companies cover the entire service chain – from planning to interior design – and no external building contractors are ever used.

2

Challenge

The signature HUF HAUS design is becoming increasingly popular both in Germany and across Europe. With growing numbers of customers in more and more countries, HUF HAUS reached the point where its existing data center infrastructure could no longer keep up with new business requirements, such as increased pressure on computer-aided design (CAD) applications. The company targeted higher compute, storage, and networking performance to ensure smooth design, planning, sales, and manufacturing workflows and to avoid any costly disruption to the business.

Furthermore, HUF HAUS sought to improve operational efficiency across all departments. To facilitate higher productivity, the company decided to provide staff with new, more performant desktops and notebooks – eliminating the distractions of IT issues and empowering employees to fully focus on customer service.



“We set out to upgrade and streamline our entire IT, from the servers in the data center to the devices in our offices and show houses, and the ones carried by our mobile field sales team. It was important to us to improve reliability and support services to allow us to make the best use of our time, so we can expand and build the business instead of solving technical issues.”

Thomas Ehmann
Head of IT, HUF HAUS



Why Lenovo? High-quality solutions for all areas of IT.

HUF HAUS carefully selects its partners, and technology partners are no exception. “Building a house is an important life decision,” says Ehmann. “Our primary priority is quality, and we expect the same focus and attention to detail from our partners.”

For many years, HUF HAUS has equipped its sales staff with Lenovo ThinkPad notebooks. The company had long been impressed by the quality of Lenovo’s products – and when the time came for HUF HAUS to evaluate server and storage solutions as part of its IT modernization drive, Lenovo stood out from the crowd.

“The Lenovo team offered outstanding advice,” recalls Ehmann. “They provided different options and gave us a real choice. Lenovo’s range of rack servers powered by AMD EPYC™ processors caught our eye, as they offer leading performance. With help from the Lenovo team, we found a solution that was better suited for our requirements than what we had initially specified: higher performance at a lower price. In the end, the Lenovo data center infrastructure solutions were a perfect fit for us.”



Commitment to customer success.

HUF HAUS also worked with Lenovo to upgrade its workplaces and customer-facing locations. “While Lenovo hardware and software are top-notch, what really makes the difference to us is the people,” confirms Ehmann. “The Lenovo team is very approachable and flexible, even for a relatively small company like us. We get test devices when we need them and can count on the team for advice, recommendations, and support.”

To help ensure it had found the optimal solutions, Lenovo invited HUF HAUS to its Enterprise Briefing Center in Stuttgart, Germany. “Seeing the solutions in action and diving into the technology convinced us that we had made the right choice,” says Ehmann. “It is encouraging to see to the lengths Lenovo goes to support their customers. Knowing that we can rely on the Enterprise Briefing Center to test configurations and setups in the future is a great benefit.”



“We enjoy working with Lenovo. The Lenovo team is open-minded and regularly inspires us with new ideas to help us save time and money. From now on, Lenovo will be our first point of contact when we face new challenges. As Lenovo keeps us up to date with the latest product developments and innovations, we can be sure we stay in front of industry trends, and benefit from the latest best practices from their webinars and courses.”

Thomas Ehmann
Head of IT, HUF HAUS

Streamlining the business with Lenovo solutions.

Working with Lenovo and Lenovo Data Center Gold Partner SI-NET GmbH, a Hees Bürowelt Group company, HUF HAUS modernized its server and storage infrastructure by deploying three Lenovo ThinkSystem SR655 rack servers, powered by 2nd Gen AMD EPYC™ 7002 processors, and two Lenovo ThinkSystem DE6000F All Flash Storage arrays.

The data center infrastructure, fully virtualized with VMware ESXi technology, runs mission-critical Microsoft Windows Server workloads. The company takes advantage of the built-in Lenovo XClarity Controller management solution to standardize, simplify, and automate infrastructure processes.

“The Lenovo ThinkSystem SR655 servers are a big step up for us,” says Ehmman. “The AMD EPYC™ processors deliver high performance as well as advanced security features.”

In parallel, HUF HAUS also engaged with Lenovo and Lenovo PC Platinum Partner RapidMax GmbH to upgrade approximately 200 clients. The company selected Lenovo ThinkPad laptops, the ideal choice for field sales staff and remote workers. For its offices, the company takes advantage of compact and efficient Lenovo ThinkCentre M Tiny desktops.

“Thanks to the Lenovo team, we have also discovered the highly flexible Lenovo ThinkCentre Tiny-in-One Monitor,” says Ehmman. “These high-quality displays are just what we need at our show houses, where clean design is essential. With the simple combination of tiny desktops and beautiful displays, we can avoid clutter and the desk looks just as professional as the rest of the show house.”

To support more demanding tasks of architects, designers and engineers, HUF HAUS deployed powerful Lenovo ThinkStation P desktops with advanced Lenovo ThinkVision Monitor displays.

“Thanks to Lenovo and AMD technology, we get reliable performance at an affordable price,” says Ehmman.



“We have been impressed by the seamless collaboration between Lenovo and our two partners, SI-NET GmbH for data center infrastructure and RapidMax GmbH for notebooks, desktops, and displays. We feel that we are in very good hands.”

Thomas Ehmman
Head of IT, HUF HAUS



Standardization and modernization.

Taking advantage of Lenovo's comprehensive product portfolio, HUF HAUS has gradually expanded the deployment of Lenovo solutions, moving to a single-vendor strategy to complete the modernization of its entire IT.

With Lenovo ThinkSystem SR655 servers, powered by AMD EPYC™ processors, and all-flash Lenovo ThinkSystem DE6000F storage arrays, HUF HAUS has tripled compute performance while reducing energy consumption and maintaining a lean physical footprint. The additional capacity improves the reliability of the company's mission-critical business applications, including its ERP solution.

"The Lenovo infrastructure also serves as the foundation for our private cloud platform," say Ehmann. "Now we have the resources to launch and open up our cloud solution to further facilitate secure collaboration and information exchange with customers."

3

Results

With a ten-fold increase in storage performance, HUF HAUS has successfully boosted the productivity of key staff. “The faster storage was especially noticeable for our CAD users,” adds Ehmann. “They routinely work with very large files containing complex drawings and models of our houses. Thanks to Lenovo ThinkSystem DE6000F all-flash storage arrays, they can now work much more efficiently.”

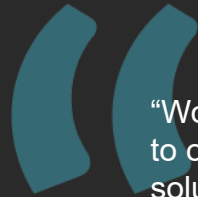
Ehmann continues: “Another benefit of standardizing our client infrastructure is the excellent Lenovo Vantage software, which comes pre-installed on every machine. With Lenovo Vantage, automated basic driver and software updates only take 10 minutes, a time-saving of over 90% for our IT team.

“This is especially helpful right now as we are rolling out dozens of new devices each month to better support remote working in the wake of the COVID-19 pandemic. In the past, when we had to manually search for the right versions on different websites and support portals, these tasks used to take hours. Now we can spend more time delivering value-added capabilities to the business, instead of downloading and installing software updates and drivers manually.”



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- ✓ 3x higher compute performance with lower energy consumption and same physical footprint
- ✓ 10x higher storage performance boosts productivity for CAD workplaces
- ✓ 90% faster installation and patching of clients for employees thanks to Lenovo Vantage



“Working with Lenovo we have modernized and streamlined our IT, from the data center to our offices and show homes. The Lenovo team inspired us to look for new, innovative solutions and we look forward to working with them for many years to come.”

Thomas Ehmann
Head of IT, HUF HAUS

What will you do with Lenovo ThinkSystem solutions?

The Data-Centered future-proof IT with Lenovo smarter infrastructure solutions, powered by AMD.

[Explore Lenovo Server Solutions](#)



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