



Entertainment / Leisure / Sport

Lenovo

Lifting performance and scalability into the **big leagues**

Redwood International Sports

How Redwood International Sports used a hyperconverged infrastructure solution from Lenovo and Nutanix to simplify IT management and give its business room to grow.

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Who is Redwood International Sports?

Sports and data have long gone hand in hand, with data powering everything from play-by-play explanations to performance predictions. Redwood International Sports got into the data game in 2004, offering clients new ways to explore, measure, and understand the beautiful game of football (soccer).

The company's core business revolves around gathering real-time data from football matches and transforming it into useful insights, which it then sells to clients in the professional data market, such as sports broadcasters and websites.

There's a clear appetite for information like this, and Redwood International Sports has been growing fast and expanding into new sporting leagues, such as cricket.



Redwood International Sports

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The Challenge

While Redwood International Sports' business was growing by the day, the infrastructure underlying it all was starting to experience growing pains. The company had established a traditional architecture—built on x86 servers and storage, with Hyper-V virtualization—to support its data and analytics environment. With data demands growing and operational complexity rising, Redwood International Sports had increasing concerns about system resilience, maintenance, and manageability.

Aviram Carmeli, System Manager at Redwood International Sports, explains: “We had servers and storage from multiple vendors, with different operating systems and multiple warranties. It was becoming more and more of a burden to manage everything, and we felt that the time was right to rethink our IT infrastructure.

“As a small IT team, we're always looking for tools that help us be more efficient. Lenovo and Nutanix solutions help us manage operations with ease.”

Why **Lenovo**?

After evaluating different architecture designs and running proofs-of-concepts (POCs) with several vendors, Redwood International Sports determined that a hyperconverged infrastructure (HCI) solution from Lenovo and Nutanix offered the best fit for its needs.

Redwood International Sports worked with long-term technology partner ONE Systems on the POCs. ONE Systems is one of Israel's leading IT companies offering software, hardware, and integration services, with lots of experience delivering HCI solutions.

“Nutanix scored very high in our POC and we liked the hyperconverged approach as it was scalable, easy to manage, and efficient to run,” recalls Carmeli. “The other piece of the puzzle was finding the right hardware provider. Here, our choice came down to Lenovo and two other vendors. Lenovo ticked all the boxes for us: they had experience, a strong reputation for infrastructure, and offered by far the best local support.”



Partner perspective: ONE Systems

“Redwood International Sports was one of the first companies in Israel to adopt HCI, and we supported them every step of the way. As a Lenovo Platinum Partner and a Nutanix Champion Reseller, we used our expert knowledge and skills to help Redwood International Sports design the right solution for their needs. We provide ongoing maintenance and support services, helping Redwood International Sports get the most out of their Lenovo ThinkAgile HX solution. We are here for them whenever they need us, 24/7.”

Ram Mazor

Director Channel Alliances, ONE Systems



Game- changing technology

As the first step, Redwood International Sports worked with Lenovo and ONE Systems to implement a four-node Lenovo ThinkAgile HX 3000 Series cluster, pre-integrated with Nutanix AHV virtualization software. The company migrated multiple back-office workloads to the new cluster, including SQL databases, small application servers, and finance and HR systems.

Redwood International Sports hit some bumps during the initial deployment, but dedicated support from Lenovo ensured they were smoothed out quickly. Carmeli elaborates: “When we ran into trouble with the first cluster, Lenovo’s response was fantastic. They spent a lot of time on site to help us sort out the issue and we ended up developing a very close relationship with the team. I doubt we would have received the same quality of care from another vendor.”

Hardware

Lenovo ThinkAgile HX 3000 Series

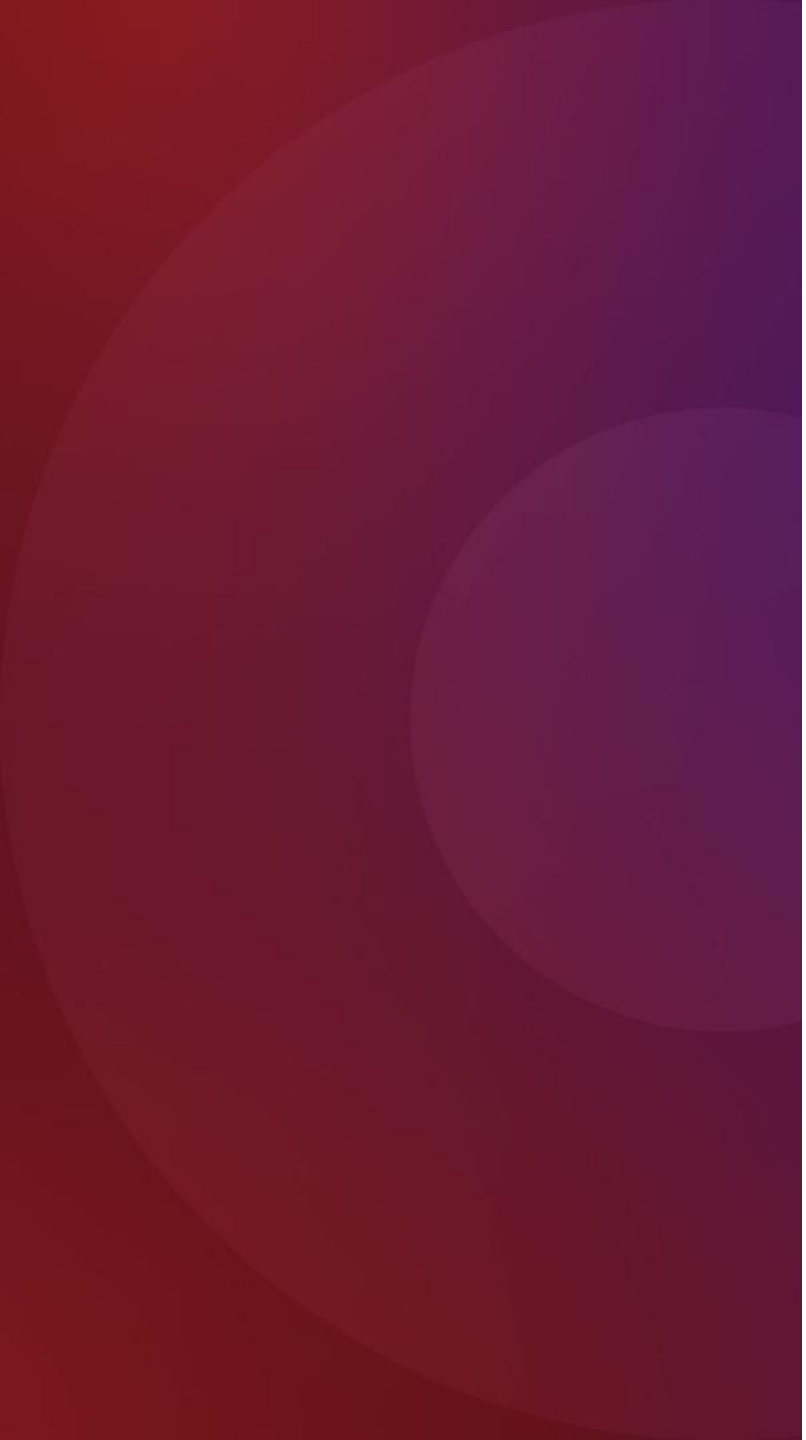
Software

Lenovo XCarity Administrator
Nutanix Cloud Infrastructure:

- AHV
- Nutanix Lifecycle Manager
- Nutanix Prism
- Nutanix Prism Central

Services

Lenovo Premier Support



Since overcoming these technical teething problems, it's been nothing but smooth sailing for the Lenovo and Nutanix solution. After experiencing strong performance from its first HCI cluster for more than a year, Redwood International Sports installed a second cluster to support its website, internet access, and intranet systems. Two years later, the company added a third cluster for its production environment: primarily Microsoft SQL servers and application servers for its sports analytics workloads.

Today, the Lenovo ThinkAgile HX platform hosts almost all the company's most critical workloads. Compute, storage, and networking resources are virtualized with Nutanix AHV and managed via a single pane of glass with Nutanix Prism. Redwood International Sports also makes use of Lenovo XClarity Administrator for centralized, simplified management of its entire hardware estate.

“Choosing an HCI solution from Lenovo and Nutanix has proven to be a very good decision,” says Carmeli. “We run almost everything on the platform, and it's easy to maintain and manage.”



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“Our data and analytics workloads are high volume and require very high redundancy. With the Lenovo ThinkAgile HX platform, we can run these mission-critical applications with complete confidence.”

Aviram Carmeli

System Manager, Redwood International Sports

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Results

Lenovo and Nutanix solutions have proven to be excellent all-rounders for Redwood International Sports, simplifying the company's IT landscape while boosting availability and performance.

The high-availability HCI has delivered a 50% boost to uptime across the board. Meanwhile, thanks to Nutanix Lifecycle Manager and new rolling upgrade capabilities, the company can keep downtime to a minimum during infrastructure upgrades.

Crucially, with the Lenovo ThinkAgile HX platform, Redwood International Sports can provision new resources quicker and easier than ever before, delivering all-important agility for its ever-growing business.



50% lift to uptime



Improved performance



Fast and easy scaling



Simplified management

Carmeli says: “Scalability was definitely an issue with our old infrastructure. When we wanted to increase capacity or deploy a new application, it often meant procuring, installing, and configuring new servers, which could take weeks. All that has changed with the Lenovo and Nutanix HCI. If we need to scale up, it’s just a matter of buying and provisioning a new node. It’s incredibly easy and it means that our IT team can respond much faster to the needs of the business.”



“Lenovo is an excellent partner, delivering first-class systems and support that fuel our business success.”

Aviram Carmeli

System Manager, Redwood International Sports

How do you scale operations at top speed?

Unlocking newfound agility with
Lenovo and Nutanix technology.

Explore Lenovo ThinkAgile HX Series

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