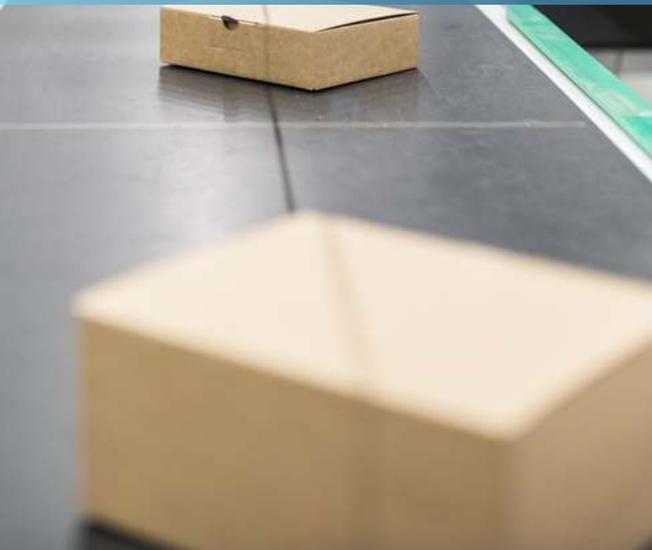


CASE STUDY

AMERICAN TEXTILE CO. SEES A \$60,000+ ROI



PROFILE



CLIENT

American Textile Co.



INDUSTRY

Manufacturing



CLIENT WEBSITE

www.americantextile.com



PRODUCT

Gimmel Discover



BUSINESS CHALLENGE

As one of the largest bedding manufacturers in the world, American Textile had a large amount of data storage rapidly growing at an average rate of 5TBs per year. American Textile came to Gimmel with the goal of reducing their ever-growing data storage. Additionally, they needed to minimize storage amounts with a policy customized to meet the needs of various stakeholders within the firm.



BUSINESS RESULTS

Gimmel Discover's infinitely customizable workflows enable the Vice President of Information Technology at American Textile to set rules for retention and deletion based on the specific needs and culture of American Textile. With a customizable workflow and an automated solution, Gimmel Discover was able to run on a recurring basis. After implementing Gimmel's solution, American Textile was able to standardize their process dependent on department need resulting in an ROI of more than \$60,000.

“Shared drives should be a river, not a lake.”
- John Miller
VP Information Technology, American Textile Co.

American Textile is also keenly aware that many employees store personal files in their “My Documents” folder on one of the firm’s servers. When American Textile’s Vice President of Information Technology, John Miller, first reviewed the content, he found files dating back to 1999. “It was growing out of control and taking two weeks to back up our servers. We purchased additional storage to enable us to back up in one week, but even that was too long.” What especially pained Miller was the knowledge that his team was backing up data that was long past the point of being useful.

“We back up files that no one even knows are there and haven’t been accessed in years: it’s inefficient, and I’m using IT resources to continually back up and change tapes.” Miller is also keenly aware that retaining so much out-of-date data is a potential hazard. “The risk of discovery far outweighs the benefit of being able to find an old email,” he observes. American Textile’s first solution for managing data growth was to educate employees about the need to ‘clean house.’ However, when employees failed to follow the new mandates, American Textile turned to Gimmel for additional assistance.



CUSTOMIZABLE RULES FOR DATA GOVERNANCE POLICIES

What attracted American Textile to Gimmel Discover was the ability to set the parameters for retention and deletion based on the needs and culture of American Textile, rather than shaping their culture to the capability of the software. Whenever IT sets out to implement a data governance policy that involves the deletion of user files, it’s common to get push-back from employees. Gimmel Discover’s infinitely customizable workflows could mitigate their concerns.

“For Gimmel Discover, the key for me was that it was rules-based – and we get to set the rules,” says Miller.

“Different departments have different needs. Shipping’s bills of lading need only be retained long enough to verify that the correct shipment has been received. Compare that to HR, which needs to maintain data in perpetuity. Gimmel Discover’s workflow engine gives us the tools we need to customize the exceptions – the if’s, then’s, and but’s: we can make our policy as complex as we need it to be.”



AN AUTOMATED SOLUTION FOR ENFORCING POLICY

In addition to having the ability to customize rules for data governance policies, American Textile was attracted to Gimmel Discover because it is an automated solution making enforcing policy within the company easy and seamless.

“I don’t want the burden of manually running a program each week or month. I can automate it, put it on a schedule, and have it run automatically on a recurring basis,” states Miller.

“Not buying more servers could save us \$15,000 - \$20,000 per year. The less data I have, the less it will cost me to co-locate. I'd absolutely recommend Gimmal Discover to others.”

*–John Miller
VP Information Technology
American Textile Co.*



MEASURING THE ROI

American Textile seamlessly installed Gimmal Discover. “I have nothing but compliments for the whole process, from sales through installation through production,” says Miller. “Gimmal support assisted us with the installation; it went very smoothly and required a minimum amount of time from my team. And setting up the configuration for our first purge was painless.”

American Textile is pleased with the results so far. “We started by taking a crack at 8-year-old content, and eliminated terabytes of data. Then we started to run it on 6-year-old data. Then we’ll run for four years, then two years on the departments that allow us. In the Accounts Receivable department, we have massive bills of lading PDFs for every order shipped going back to 2002-03. With Gimmal Discover, we can build into the policy that those PDFs get deleted after one year, which is more than long enough.”

Using Gimmal Discover to run their new retention/deletion policy can accrue a measurable return on investment: American Textile believes they can cut storage on the network drives in half, and greatly reduce their back-up time as well. “We just paid \$15,000 to buy extra space on our back-up server, and our company is growing. If I can avoid buying more servers, that could save us \$15,000 – \$20,000 per year.” That ROI will grow when they co-locate their backup and replicated servers to an off-site storage vendor.

“The less data I have, the less it will cost me to co-locate and the less I need to replicate. I'm no longer only thinking about what I'm storing here; I'm thinking about what I'm paying someone to manage for me there. An off-site storage is not a capital expense I can depreciate; it's an operating expense paid each year.”



LOOKING AHEAD

Moving forward, Miller plans to use Gimmal Discover to run policies on their SharePoint data. “Our SharePoint folders already have their share of obsolete data, especially from users saving every version of a file. We need a tool to get rid of the interim versions.” Miller also plans to implement Gimmal Discover retention/deletion policies on email inboxes as well.



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