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Enterprise**

Customized storage for precision moldmaking firm

Injection mold maker HAIDLMAIR migrates to its own future of storage with HPE GreenLake and a new storage model with usage-based billing.

Series production doesn't mean anything to HAIDLMAIR. This specialist moldmaker develops and manufactures industrial injection molds that are each one of a kind. Tailored to the needs of its customers. And this SME from Nußbach in Upper Austria has now opted for a made-to-measure solution of its own when it comes to storage. Instead of a classic storage architecture, HAIDLMAIR's data center relies on a modern all-flash infrastructure that bills only what is actually used each month, so driving forward digital transformation at the company.

HAIDLMAIR makes molds. Big molds. To be precise, injection molds for the industry. For beverage crates, storage and logistics containers, pallets, pallet boxes, recycling containers, technical and automotive parts. So wherever plastic needs to be extruded and molded into its final shape. This is the scene of series production, but not at this specialist company from Upper Austria. Every single mold is made individually, precisely tailored to the specific needs of each customer. And right each time.

Josef HAIDLMAIR took over the long-established forging shop of his father in 1979. The business that started out with five employees in 100 m² of the works garage has now become a medium-sized company with over 300 staff in a 11,500 m² production facility, boasting nine sites in Europe and one in the USA. With customers all over the world.

"We've always stood out with top quality and precision – and customers appreciate this," explains Udo Strutzenberger. It's clear to the Head of IT and Digital Transformation at the hidden champion from Nußbach that developing and manufacturing special molds isn't just a question of millimeters, but of thousandths of a millimeter. And what is at the heart of calculation and simulation with HAIDLMAIR's computer system? Data.



HAIDLMAIR
PRODUCTIVITY FOR SUSTAINABILITY

Industry: Mechanical engineering

Region: Austria

Vision

Developing the best injection molds for customers with optimum precision and quality, so maximizing their productivity.

Strategy

Driving forward your own digital transformation with innovations in IT.

Results

- Usage-based storage landscape implemented.
- Full cost control and transparency introduced.
- IT infrastructure set up with potential for expansion.

The goal: to leap forward into the future of storage

“Innovation is in our DNA. We’ve been on a digital journey for decades. This starts with mold design and 2D/3D drawings in CAD programs and ends not lastly with computer-aided, highly automated manufacture. The data volumes involved here are huge,” adds Strutzenberger.

So it’s not surprising that storage is a business-critical issue for HAIDLMAIR. But the old system that had already been in use at HAIDLMAIR’s data center for 7 years was getting on a bit. It was running to full capacity but was no longer as fast. And its technology wasn’t up to date either. Something new was needed here.

“We were looking for a new infrastructure that would catapult us into the future of storage,” says Strutzenberger, explaining their requirements. The IT head then headed off with these wishes to MAIT, his trusted service provider. And he presented HAIDLMAIR with an innovative storage concept: HPE GreenLake.

The concept behind it: The HPE GreenLake edge-to-cloud platform is based on a flexible, cost-efficient model with usage-based billing that does away with the need to buy new hardware. At HAIDLMAIR, it has ushered in a modern storage infrastructure without high capital expense that only bills what is actually used each month.

Customized to its storage needs

“HPE GreenLake and HAIDLMAIR are the proverbial match made in heaven,” comments Gerhard Wipplinger. The reason behind this is known to MAIT’s sales expert, who has provided HAIDLMAIR with managed services of all kinds for many years: “Overprovisioning” is the name of the game. “Given the huge volumes of data used by HAIDLMAIR, it’s extremely difficult to predict how much storage will actually be needed in future. To play it safe, customers then buy a version that’s often oversized. With HPE GreenLake they don’t need to worry about this,” says Wipplinger.

In other words: Should the new storage architecture tailored to HAIDLMAIR’s current needs become insufficient, the HPE GreenLake platform allows new capacity to be added, at the touch of a button so to speak.



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– Udo Strutzenberger, Head of IT and Digital Transformation at HAIDLMAIR



Strutzenberger doesn't mind admitting that the new storage concept initially met with great skepticism. "It sounded intriguing, but we had a whole lot of questions – in particular, as regards access and security. After all, data is our biggest asset in international competition. Our doubts were however soon dispelled," reports the Head of IT.

By summer 2022 the solution was ready to go online: The old HPE 3PAR systems were removed by MAIT, which also remains responsible for ensuring smooth operation of HAIDLMAIR's storage in the form of managed services, and all data migrated to new redundantly designed all-flash systems of HPE Primera with latency of less than 1ms. Bonus: It was possible to additionally cut current storage needs right away, thanks to modern technologies such as deduplication and the 1:2 compression

rate offered by the HPE Primera storage components. To be precise about the storage space saved: 14 percent. With full cost control thanks to HPE GreenLake, not to mention usage-based billing.

The future of storage drives forward digital transformation

Strutzenberger has no regrets about switching to a completely new IT model with the HPE GreenLake platform. On the contrary: He's delighted by the flexibility and options the new architecture will offer in coming years. The key issue: Industry 4.0. "We know that our data contains enormous potential. We're working on exploiting this to the full through data networking and evaluation," explains Strutzenberger.

How important Industry 4.0 is to HAIDLMAIR is demonstrated by the simple fact that this model SME has teamed up with the moldmaker Siegfried Hofmann to find its own subsidiary, Digital Moulds. This company offers mold monitoring and management in injection molding operations,

with HAIDLMAIR contributing years of experience and technological know-how to the business. The result is cloud-based software solutions that monitor the molds used in production in real-time and thus provide digital predictive maintenance. Strutzenberger's final comment: "Whether in our own production or for customers – Industry 4.0 is our path. And the new, flexible storage model is the basis for driving forward our company's digital transformation full steam ahead."



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