

NEWELL RUBERMAID

Newell Rubbermaid

Newell Rubbermaid, Inc. is a global marketer of consumer and commercial products with a culture of customer focus, marketing prowess and new product innovation. Newell Rubbermaid has a powerful brand family, with 2003 sales of US\$ 7 billion. The company is headquartered in Atlanta, Georgia, and employs over 33,000 employees worldwide.



THE BUSINESS NEED

How to replicate 35,000 transactions per second!

Newell Rubbermaid, Inc. have products and brands that touch millions of people world-wide, and fall into five major groups - Cleaning & Organization, Home & Family, Home Fashions, Office Products and Tools & Hardware.

Newell Rubbermaid run an IBM iSeries i890 with 4 partitions plus the thin primary.

Intentia's Movex is the largest partition and has been structured so that they have one main data library. This library is roughly 1.4TB in size.

Newell Rubbermaid wanted to offload all query and extract workload from the main partition and put it on the second partition which is also used for development and piloting.

"In order to achieve this, we needed to be able to replicate high volumes of data - currently about 35,000 rows per second between the partitions," explains Rob York, Newell Rubbermaid's European Data Center Operations Manager.

"We started off down a route with a well-known HA supplier, but let's say we had a VERY painful experience and had no support plus the product couldn't cope."

"After 3 months of trying to get this product to work, and after a visit to Rochester, we discovered Maximum Availability's *noMAX product on the web."

THE DECISION

The Newell Rubbermaid Technical Team downloaded the *noMAX software from the Maximum Availability website and configured it in approximately 40 minutes – all without speaking to anyone!

The free software trial of *noMAX gave Newell Rubbermaid a real opportunity to evaluate the solution in their own environment for 30 days.

By taking up the no-risk and no-obligation offer, they did not have to make any financial commitment up front. It was indeed a proof of concept - "try it before you buy" - for them.

"We acquired a free 30-day temporary license key and it just started working. We thought this was too good to be true, and expected lots of issues, phone calls and pain, but we experienced none of this," says Rob.

"The *noMAX product is extremely stable, support has been excellent and we have never had any outages."

"The web interface is easy to use and gives management information, which is great. We shut replication down from time to time and, as you can appreciate, it doesn't take long for a backlog to be created, but *noMAX is very efficient and catches up easily."

"I am very confident in our use of *noMAX," confirms Rob.

With Maximum Availability's 24 x 7 worldwide technical support, help is only a phone call away for the team at Newell Rubbermaid.

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Rob York

European Data Center - Operations Manager
Newell Rubbermaid, UK