HOPAX

About Customer

Founded in 1975 as a manufacturer for papermaking chemicals, HOPAX has become a global leader in diversified chemical products, including specialty chemicals, fine chemicals, and repositionable self-adhesive products.
www.hopax.com/en

Geo

APJ

Industry

Manufacturing

Solution Area

Power Artificial Intelligence
Accelerate Core Applications
Modernize Data Protection

Pure Storage® Products in Use

FlashArray//X™

HOPAX Brings Innovation to Manufacturing

HOPAX is an established chemical manufacturer, best known to consumers for its Stick'n™ repositionable, self-adhesive products. To keep up with rapidly changing international markets, HOPAX has actively embraced digital transformation, using data science to help predict and improve production line systems and quality.

When storage infrastructure failed to keep up with demand, HOPAX replaced five storage devices with a single Pure Storage® FlashArray//X™. The improved performance allows the company to make better use of data and improve its standing internationally.

> "Pure Storage provides HOPAX with a faster and simpler IT environment, which allows us to invest in an innovative and sustainable digital transformation."
>
> **AARON WANG,**
> CIO, HOPAX CHEMICAL INDUSTRIAL CO., LTD

Bringing Intelligence To Traditional Manufacturing

HOPAX has embraced Industry 4.0 technologies to optimize production and respond quickly to customer needs. The legacy storage provider was struggling to keep up with the demand

Impact on HOPAX

Supports advanced data science, including AI applications and microservices

Optimizes performance for timely quality inspections

Improves reach with a foundation for a global production and sales hub

Challenges

Embrace digital transformation to improve data science technology

Support sustainability to meet government regulations and customer requirements

Protect company from data loss due to cyberattack

Results

2x faster access to data through reduced latency

Eliminates 10 tons of carbon emissions annually

Leverages immutable snapshots to help protect from ransomware

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of the HOPAX business. Bottlenecks affected the performance of major systems including the virtual hosting environment and ERP system, and a lack of storage space and efficiency delayed digital transformation. HOPAX also needed to improve the reliability of backups and meet stringent carbon emission goals established by the government.

Driving High Performance and Low Carbon Emissions

HOPAX replaced five storage devices with a single FlashArray//X. With a data reduction ratio of 6:1, the company improves storage capacity nearly 100 percent.

Working with Pure partner DataSitter Inc, HOPAX uses the extra capacity to host backups from global data centers. Built-in immutable SafeMode™ snapshots help to further protect data against potential ransomware attacks.

Pure's flexible infrastructure and user-friendly management console make it easier to manage and maintain storage. Departments can access data twice as fast from ERP, BI, and other business systems. In particular, the virtual coating quality measurement system runs more efficiently, allowing timely inspections.

And because FlashArray takes up less space, requires less energy, and lasts longer than traditional storage devices, HOPAX cuts energy consumption by 20,000 kWh per year, eliminating 10 tons of carbon emissions.

"HOPAX has always aimed to become the best partner for our customers by using innovative technology and chemicals to deliver the best products and services," says Aaron Wang, HOPAX CIO. "Pure Storage provides HOPAX with a faster and simpler IT environment, which allows us to invest in an innovative and sustainable digital transformation."

Innovating Chemistry Through Data Science

Now, HOPAX is extracting more value from data. It plans to develop more artificial intelligence applications and containerized microservices and establish global production and sales offices. Through smart manufacturing practices running on Pure, HOPAX is making a name for itself as a transformation leader in manufacturing.

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