



About Customer

Kai USA is part of the Kai Group, headquartered in Tokyo, Japan. The Kai Group provides over 10,000 products worldwide, ranging from housewares and fine cutlery to beauty products and medical supplies.

<https://kaiusalt.com>

Geo

North America

Industry

Manufacturing

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage
FlashArray//M20, 38TB/10TB

VMware
vSphere 6.7/vRealize
Operations

About Partner

VMware is a Pure Storage® technology partner and global leader in compute, cloud, networking and security, and digital workspace solutions, building the digital foundation for the next wave of innovation.

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Kai USA Supports Record Sales with VMware vVols on Pure Storage

Kai USA is building on the innovation of its 110-year-old parent company, Kai Group in Japan, by manufacturing high-performance kitchen, sporting, and tactical knives under the well-respected Kershaw Knives, Zero Tolerance Knives, and Shun Cutlery brands.

Demand for high-quality knives is growing, and for Kai USA, that cuts both ways. Brisk sales of its knives are great for business, but also require modern IT systems to handle increasing loads, especially during the peak holiday season.

With VMware vSphere Virtual Volumes (vVols) on Pure Storage, Kai USA simplifies storage management, improves efficiency, and paves the way for cutting-edge product development to drive its vision for the future.

Impact on KAI USA



Drives 4x faster invoicing and performance with Pure Storage



Boosts IT productivity with simplified storage management with vVols



Speeds time to market for new products

“The biggest difference with vVols on Pure Storage is that nobody is waiting idly. By removing multiple bottlenecks to the business, we now have the bandwidth to support more projects.”

CARL WOLCOTT,
IT MANAGER, KAI USA

Challenges



Strong customer demand doubled Kai's sales, requiring a new ERP system and storage.



Invoicing and data protection processes were bottlenecking the business.



A lean IT department needed modern storage that would be fast and easy to manage.

Results

4x

Pure Storage enables 4x faster invoicing for quick revenue capture.

200

200 business users save an hour a day instead of waiting for invoicing to process.

12x

The business can recover data 12x faster, in 20 minutes vs. 4 hours.

2x Growth Puts Pressure on an Aging Infrastructure

Kai USA is on a strong growth trajectory. Its sales doubled in just a few years, setting new revenue records for the company, and its workforce of computer users has nearly tripled over the past decade. That means demands on the infrastructure have risen dramatically.

But the manufacturer's ERP system and storage infrastructure struggled to keep up. Lagging performance routinely cut into employee productivity. Processing invoices ate up most of the storage bandwidth; batches took 20 minutes, four times a day. Plus, backup and recovery processes were slow. If a disaster occurred, a full recovery could take as long as four hours.

Kai USA replaced its ERP system with Microsoft Dynamics AX. To support the more powerful system, it needed high-performance, scalable storage that would be easy for its small IT team to manage.

A Faster, Simpler Storage Solution to Accelerate the Business

Kai USA found that the Pure FlashArray and the vVols architecture met all its criteria for a virtualized storage solution, including reduced latency in read and write access; faster snapshot creation with no "stun" time; effective data deduplication with ratios up to 10:1; and greatly simplified management. With the combination of Pure Storage FlashArrays and vVols, Kai USA can easily manage and protect large, business-critical ERP workloads while keeping its storage simple and straightforward.

"Pure Storage's implementation of vVols is almost too good to be true. I can't stress how much simpler and more efficient our storage management has become," says Carl Wolcott, IT Manager at Kai USA. "Now we can run our batch jobs and backups concurrently because the snapshot happens so fast."

A Storage Architecture Optimized for Demanding ERP Workloads

Pure FlashArrays and vVols take storage to a new level at Kai USA, removing the barriers to continued growth with high-performance flash storage for demanding ERP workloads; VM-level control, precisely aligning resources and application demands; and zero-impact snapshots and deduplication, streamlining backup and recovery.

Gaining Storage Bandwidth to Grow a Successful Product Line

Since adopting Pure FlashArray and vVols technology, Kai USA has been able to accommodate 300x growth in its database without increasing management overhead. That has allowed the company to continue expanding—introducing 120 new products every year, running more sophisticated data analytics, accommodating higher order volumes, and giving development teams the bandwidth to pursue multiple projects at once.

Wolcott concludes: "vVols on Pure Storage simplifies storage management, while delivering better performance that allows us to do real-time invoice processing and generate revenue faster."

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