

## Maxta Storage Platform

Thinking Outside the Storage Box

Maxta Enables High Availability, Flexibility, and Ease of Use for Motorola Mobility Infrastructure

# MAXTA CUSTOMER SUCCESS STORY: MOTOROLA



Motorola Mobility Chooses Maxta for Business Critical Applications

### Overview

Motorola, credited for creating the world's first cell phone in 1973, is one of the world's leading telecommunications industry innovators. Now part of Lenovo, Motorola Mobility, based in Chicago, Illinois, has a vast line of popular consumer products including its Moto X, Moto G, and Moto E smartphones, smart watches, and accessories.

"Maxta has a knowledgeable staff that we can leverage throughout our international organization," said Fred Cheng, Senior IT Manager, Site Reliability Engineering at Motorola Mobility. "We are extremely pleased with the choice we made."

### Key Customer Requirements

A company as dynamic and complex as Motorola Mobility requires an equally vigorous and efficient information technology infrastructure solution to manage and run its business-critical applications.

"Our former solutions were much too costly and required multiple personnel, higher capital acquisition and management to support specific use cases," said Fred Cheng, Senior IT Manager, Site Reliability Engineering at Motorola Mobility. As such, Motorola Mobility did an extensive search to evaluate traditional solutions based on storage arrays and more modern hyper-converged solutions to fit their needs. Due to the additional complexity, required IT resources, and budget impact inherent to traditional storage arrays, Motorola looked to hyper-converged solutions as the best fit for their requirements.



## Maxta Helps Reduce IT Management and Reduces Costs

In the end, Motorola Mobility chose Maxta®. Maxta's VM-centric, hyper-converged solutions help to reduce IT management and costs, all while delivering hyper-scale, enterprise-level data services and capacity optimization. The Motorola Mobility IT team also chose Maxta for its flexibility to run on both IBM and Lenovo servers, as well as manage Motorola Mobility's databases and middleware applications.

The Motorola IT team required simplicity – such as the ability of a single person to manage the servers, virtualization, and storage, versus the availability and coordination among multiple administrators. In addition, the IT team was impressed with Maxta's global reach of server-fix and software support, which addressed Motorola's concern of spending undue time and budget to manage their storage. Motorola praised the Maxta team for its effective support infrastructure and the ability to get Motorola staff onboard and effectually trained.

“Maxta has made our project a success,” said Fred Cheng, Senior IT Manager, Site Reliability Engineering at Motorola Mobility.

## Business Benefits

Maxta's advanced and elegant software design enables easy deployment of Maxta MxSP™ on factory-standard Lenovo/IBM servers, differentiating Maxta from other hyper-converged solutions. MxSP reduces software license costs by delivering all its functionality on standard versions of VMware's vSphere. Additionally, MxSP does not require any proprietary hardware or hypervisor. MxSP's high availability and scalable suite of data services are delivering the infrastructure required to run Motorola's business-critical applications without downtime, eliminating the need for storage arrays and storage networking.

The success of the Maxta solution in the initial deployment has prompted the Motorola Mobility team to consider Maxta for additional environments and sites that may be a good fit.

## About Maxta

MxSP software and MaxDeploy™ Appliances provide companies the flexibility to hyper-converge on any x86 server, any compute abstraction layer, and any combination of storage devices, thereby eliminating the need for complex and expensive storage arrays. With Maxta, enterprise customers can build private and public clouds based on any cloud orchestration software. Maxta provides unlimited scalability allowing customers to scale up, scale out, or independently scale compute and storage.



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