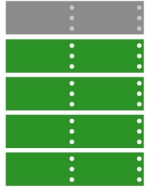


# JOHN I. HAAS IMPROVES PERFORMANCE AND UTILIZATION WITH TURBONOMIC



Increased Overall  
Resource Utilization

+



Reduced Alerts and User  
Tickets

=



Improved Performance of  
Virtual Apps



## SITUATION

Founded in 1914, amidst the beginnings of World War I, Prohibition and the Great Depression, John I. Haas overcame the odds to become North America's leading hops supplier and a major member of the Barth-Haas group, the world's largest supplier of hops, hop products and services. Headquartered in Washington, D.C., Haas's Innovations Center and Yakima Golding Farms are located in Yakima, Washington and are home to 1,700 acres of trellised fields, harvesting facilities, hop kilns and bailing operations.

Nathan Mora, IT Manager, has been an integral part of the team at John I. Haas since 2000. Mora is responsible for the health of the company's main production environment in Yakima. Mora leverages VMware vSphere across a tiered SAN storage environment. The environment is 95% virtualized, with their enterprise resource planning (ERP) software being their most critical applications.

"We had this great monitoring tool, it gave us performance metrics and analytic reports and let us manipulate our thresholds," said Mora. "But it turns out that didn't help us too much when it came to preparing for growth and assuring application performance."

"After seeing that we had better performance overall, I automated Turbonomic's recommendations and let it do its thing."

– Nathan Mora, IT Manager

Mora came across Turbonomic at VMWorld in 2014 and decided to take a deeper look at what the solution could do. "It was an easy install, and quickly got to work recommending actions that would improve our overall performance," said Mora. "Turbonomic helped us address critical issues on certain hosts, and now we are preventing those situations from cropping up across the environment in the first place."

## COMPANY

John I. Haas

[www.johnihaas.com](http://www.johnihaas.com)

## CHALLENGES

- *Inability to guarantee performance of mission-critical applications in rapidly expanding virtual environment with existing tools*
- *Disruption of virtualized workloads due to resource contention and system congestion*
- *Inefficient use of virtual and human resources*

## TURBONOMIC SOLUTION

- *Turbonomic intelligently and automatically senses changes to application demand and adjusts infrastructure supply in real-time to improve utilization and ensure service delivery*

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The team at John I. Haas has also found great value in the “What if” scenario planner. Using this feature of the platform, Mora has been able to simulate an upgrade to his existing ERP applications to a new platform. “It’s more tailored to our specific industry needs,” said Mora. “Turbonomic showed us that our production environment was under-provisioned and over-utilized and would not be able to sustain this upgrade or continued growth in its current state. Our new hosts are on the way now to be set up in our environment.”

While the planning function has made an impact, it’s the real-time recommendations that are the real difference maker for Mora. “Being able to automate the recommended actions has improved performance across our clusters,” said Mora. “It’s helped me take a step back from being so hands on in the day-to-day maintenance of the environment. It’s really freed up my time.”

## AUTONOMIC PERFORMANCE

An integral part of the world’s largest hops supplier, John I. Haas is strategically positioned to provide hops and services to customers across the globe. “Our business lies in our ability to get our hops from point A to point B, and address the needs of our customers,” said Mora. “Having a platform like Turbonomic that enables us to control the performance of our virtual applications, and keep us honest about how we are utilizing our infrastructure, can make a major impact on our ability to deliver those services. We can focus less on alerts and more on providing quality services to our customers.”

## RESULTS

- *Autonomic platform drives real time performance across a diverse environment*
- *Increased efficiency of 95% virtualized environment*
- *Reduced time spent monitoring and manually resolving issues*
- *Improved team productivity and maximized human resources*

“We don’t have to be reactive anymore, nor do we have to worry about those verbose, nagging alerts. I trust that Turbonomic will help us achieve better performance overall.”

**Nathan Mora**  
IT Manager  
John I. Haas

## ABOUT TURBONOMIC

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic’s patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic’s autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.