

# TITAN INTERNATIONAL ASSURES PERFORMANCE AND PREPARES FOR GROWTH WITH TURBONOMIC



Reduced Alerts



Reduced Time  
Firefighting



Healthy Environment



## COMPANY

**Titan International**

[www.titan-intl.com](http://www.titan-intl.com)

## CHALLENGES

- *Inability to control performance of mission-critical applications in rapidly expanding virtual environment with existing balancing 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*

## SITUATION

Founded in 1993, Titan International is a leading manufacturer of durable wheels, tires and undercarriage products for a wide variety of off-road equipment, including Goodyear Farm Tires. Titan is a globally trusted and recognized brand, as well as the third largest producer of off-road tires in North America.

Ryan Hinkamper, Network Administrator, has been with Titan since 2013 and has more than a decade of IT experience. Ryan is responsible for maintaining the health of Titan's virtual environment, which is anchored in Quincy, Illinois and spans across eight separate data centers in the United States. Ryan manages more than 800 VMs, leveraging VMware vSphere® ESXi™ across HP servers.

Titan has been going through a high growth period, adding up to 15 VMs per month to the environment. As a team of two providing services to more than 4,000 end-users across the world, Ryan needed to guarantee these users would not experience downtime and to get a handle on his infrastructure.

"I don't have to babysit vSphere anymore. There are no interruptions in service or performance surprises."

– Ryan Hinkamper, Network Administrator

"Our day-to-day management was very labor intensive, having to dig down and manually move workloads around when we received alerts that hosts were low on memory or data stores were full," said Hinkamper. "I could move things to clear the alerts, but there were other factors in play that could end up making things worse. We just wouldn't know it until there was another alert."

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After deploying Turbonomic, Ryan began receiving and applying recommended actions to bring his environment into a healthier state. “We automated placement decisions across our VMs and storage, and we saw that Green Circle,” said Hinkhamper. “We got there within a couple days. I trust pretty much everything it tells me, I just assume it knows better than I do.”

Rather than monitoring and manually managing his environment, Ryan can now focus his time on important projects that took the backseat to keeping the lights on. “Instead of spending four hours a day on vSphere, I’m able to use that time to improve the environment, deploy new hardware and prepare for growth,” said Hinkhamper. “I wear a lot of hats here, so having something to tell me what the solution is to my issues or preventing them from happening in the first place is great.”

## PREPARING FOR THE FUTURE

“At the rate we have been growing and are continuing to grow, we need to be able to accurately plan ahead and be proactive from a budgetary standpoint,” said Hinkamper. “I can go through Turbonomic and scope out what our clusters need in terms of resources, present a nice report on the plans and I never have to worry about unaccounted for expenses.”

“Turbonomic allows me to know where to spend my money, essentially how to spend it better,” said Hinkamper. “We’ve seen pretty significant cost savings as far as licensing costs go through workload consolidation.”

## RESULTS

- *Intelligently controlled virtualized workloads for improvement performance*
- *Improved resource utilization and overall efficiency*
- *Reduced number of user-generated tickets and complaints*
- *Reduced time spent troubleshooting and monitoring environment*

“I knew there were problems but I didn’t know the best solution. Now I can keep my environment healthy without too much effort or without wasting valuable resources. I only spend 30 minutes a day at most in Turbonomic, just poking around and seeing everything is working like it should.”

**Ryan Hinkamper**  
**Network Administrator**  
**Titan International**

## 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.