Keeping China connected throughout the pandemic with world-class audio technology.

How **GuoGuang Electric Company** used Lenovo ThinkSystem servers to capitalize on surging demand for speakers and music production technologies.

Lenovo Infrastructure Solutions for The Data-Centered

Lenovo

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Background

Established as a broadcasting equipment manufacturer in 1951, GuoGuang Electric Company Ltd. (GGEC) is now one of China's leading designers and producers of audio technology. The company makes a wide range of products, from professional speakers, audio production equipment, and teleconferencing solutions to home entertainment systems, headphones, and laptop speakers.

As well as producing traditional audio hardware, GGEC is one of the largest exporters of wireless Bluetooth speakers in the world, and provides Baidu—one of the world's biggest internet companies—with speakers for its AI-powered voice assistant.

"As demand for audio-visual products surged, we looked for a way to serve up key insights to our decision-makers faster. To underpin the new analytics solution, performance, scalability and reliability were all key criteria."

Zhu Jianming,
Infrastructure Manager,
GuoGuang Electric Company

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Challenge

Demand for speakers, headphones, teleconferencing tools, and other audio technologies has skyrocketed in recent months, as people around the world stay home to help prevent the spread of COVID-19. More people working remotely and choosing in-home entertainment instead of going to theaters, concerts, and sports events, presented GGEC with fresh opportunities for growth and innovation.

Zhu Jianming, Infrastructure Manager at GGEC, explains: "To capture incremental sales opportunities, we aim to ensure that we produce the optimal quantity of each of our products based on real-world market data. At the same time, it's crucial to protect our margins by keeping our manufacturing processes lean and cost-effective."

To help achieve these objectives, GGEC aimed to surface planning and operational data faster, and decided to build a big data environment for real-time analytics. The company realized that its previous appliance-based infrastructure—in which each application ran on its own dedicated physical server—would make it difficult to scale out the new analytics solutions as the volume and velocity of data grew.

"We recognized that our existing IT infrastructure was incompatible with our transformation goals," reflects Zhu Jianming. "To solve the challenge, we decided to consolidate our existing infrastructure into a virtualized environment—providing greater flexibility, lower costs, and simpler infrastructure management."

Why Lenovo? Future-proof infrastructure.

GGEC decided to build its next-generation IT infrastructure based on three Lenovo ThinkSystem SR590 servers connected to a Lenovo ThinkSystem DM5000H Unified Hybrid Storage Array.

Zhu Jianming says: "As well as delivering excellent reliability and scalability, the Lenovo solutions offer a clear long-term roadmap to scale out our infrastructure—for example, enabling us to support production-line automation in the future. The fact that we can easily scale up the Lenovo ThinkSystem DM5000H storage array with the addition of expansion enclosures as and when required is a big benefit. What's more, we knew we could trust in the latest generation CPUs to deliver the high performance required for rapid data processing and analysis."

"Lenovo ThinkSystem solutions have transformed the way we manage our IT infrastructure. Today, we're freeing up more time for our staff to dedicate to value-add activities."

Zhu Jianming,
Infrastructure Manager,
GuoGuang Electric Company

Tapping into Lenovo expertise.

To benefit from best practices throughout the implementation, GGEC worked closely with Lenovo Services to deploy and test the Lenovo ThinkSystem solutions, and to deliver training for its IT staff.

"Lenovo took the time to understand our unique needs, and help us stand up the Lenovo ThinkSystem SR590 servers and Lenovo ThinkSystem DM5000H storage array quickly and effectively," says Zhu Jianming. "The Lenovo team also helped our staff to find the optimum configuration for our VMware vSphere virtualization solution, and equipped them with the skills and tools to streamline infrastructure management."

"As new opportunities emerge in our domestic market, it's vital that we can move quickly to capitalize on them. Real-time analytics capabilities—supported by reliable, robust, high-performance Lenovo technology—will play a key role in helping us to achieve this."

Zhu Jianming,
Infrastructure Manager,
GuoGuang Electric Company

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Results

By consolidating its core business systems into a single, easy-to-manage virtualized infrastructure, GGEC is in a strong position to adapt its business to meet sudden surges in order volumes and can quickly scale operations to support its innovation goals.

"With our mission-critical enterprise resource planning, product lifecycle management, and manufacturing execution systems, as well as our new big data and analytics workloads, all running on Lenovo systems, we benefit from improved performance and unified management," comments Zhu Jianming. "And with the easily expandable Lenovo ThinkSystem DM5000H storage array, we no longer need to worry about finding room to store ever-increasing amounts of data, either."

Moving to Lenovo infrastructure has also helped GGEC to achieve big wins in operational efficiency. Zhu Jianming explains: "Our Lenovo ThinkSystem servers and storage take up half the footprint of our legacy infrastructure, reducing maintenance costs by 50%. Ultimately, this frees our IT team to spend more time working on value-added development projects, such as our automated manufacturing initiative. This will help to further enhance productivity and efficiency in the years ahead."

GGEC
GuoGuang Electric Company Ltd.

✔ **50% reduction in data center footprint**

✔ **50% lower maintenance costs, redirecting capital investment for innovation**

✔ **Accelerates the launch of new business systems**
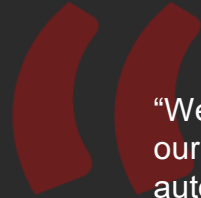
"We're excited to keep working with Lenovo as we continue to digitize and future-proof our manufacturing processes, for example by incorporating edge computing to increase automation on our production lines. Lenovo's expertise in this area will be a valuable asset."

Zhu Jianming,
Infrastructure Manager,
GuoGuang Electric Company

What will you do with Lenovo Infrastructure solutions?

Drive your business forward with a server that matches your unique business needs. Find out what Lenovo smarter infrastructure can do for you.

Explore ThinkSystem Servers and Storage