



Company: Robroy Industries

Industry: Manufacturing

Results with AccelOps:

- ▶ Business insight into daily operations and ability to continuously improve competitive edge
- ▶ Determine root-cause analysis of business disruptions and quickly resolve them
- ▶ Prevent revenue impacts by monitoring critical system processes and alerting on server, network and application-level events
- ▶ Deliver on-demand assessments and audits, including regulatory and compliance standards
- ▶ Comprehensive dashboards and reporting for management team

AccelOps Helps Robroy Gain Competitive Edge Against Global Manufacturers

Founded in 1905, Robroy Industries is an organization of synergistic companies dedicated to product leadership and service leadership in specialty markets such as the electrical and oilfield industries. Robroy manufactures several products, including nonmetallic enclosures, conduits, couplings, clamps, nipples and oilfield tubulars under several well-known brands such as Stahlin, Perma-Cote, Plasti-Bond, KorKap and ECN Korns.

One of the few success stories among American manufacturers, Robroy has succeeded in today's intensely competitive global manufacturing marketplace through its core principles of Integrity, Customer Focus, Quality, Employee Growth and Technology.

From a technology perspective, Robroy believes that to grow its business, the company needs to identify and implement the best technology available. Effective technology allows employees to diagnose and solve their operational problems, reduce costs and achieve a continuing competitive edge through improved products and services.

Manufacturing may not seem like an industry that is heavily reliant on cutting-edge technology, but manufacturers like Robroy gain their competitive edge through process automation.

Robroy has five geographically distributed state-of-the-art facilities that manufacture a variety of products. These facilities use software, servers and systems that automate and streamline processes. Multiple parts are manufactured, assembled, painted, moved around and inventoried by complex IT systems. Plant workflow and warehouse management systems guide product orders from design to production to the warehouse and ultimately to the customer. Computer-driven factory automation (SCADA), networked technologies and applications connect the entire supply chain of raw materials to finished products.

Flexible manufacturing techniques allow Robroy to immediately respond to varying customer and market demands. Other IT components such as warehouse management software, ERP systems, SQL servers, desktops and associated storage, servers and network components make it a complex environment that needs to be up and running efficiently at all times.

Partner Profile



Simon Herring is an information security professional with more than 20 years of experience in vulnerability management and security operations. As a consultant at Ubersecure LLC, Simon provides both business and technical level expertise to a variety of clients, including several billion-dollar organizations, government agencies, health care and manufacturing verticals. In an IT world that is overwhelmed by too much work, too little resources and a fragmented view of risk, Ubersecure designs and implements solutions that

unite IT and business teams around accurate security and performance data. This helps companies cost-effectively optimize key IT systems, identify business impacting threats to revenue and relationships, and quickly respond when undesirable events occur.

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*“AccelOps is very easy to deploy and configure. And that’s a good thing because many organizations that invest in something like AccelOps simply don’t know what they have on their network until they deploy the solution. They’re trying to quickly get their arms around a big problem: Where are my*

*systems? Who uses them? Are they healthy? Are they secure? AccelOps’ discovery process makes deployment easy, even if you’re not entirely sure what you have on your network. The default out-of-the-box rules and report templates also deliver just what you need to begin seeing what’s happening in your environment. But the real power comes in how straightforward it is to customize AccelOps. We created several custom rules to monitor key software processes. No coding, scripting or development effort was necessary to do this.”*

Simon Herring, IT Consultant, Robroy

*“AccelOps is woven into the fabric of how we continuously measure and improve business performance.”*

Mike Deane, Vice President and CFO, Robroy Industries

## The Challenge

With manufacturing facilities in five locations and operating in a margin-sensitive industry, Robroy's IT team needs to function efficiently to provide operational leverage for the business. Instead of outsourcing the entire IT operations to a single high-priced large service provider, Robroy employs a combination of in-house IT expertise supplemented by strategic consultants in specific areas. This strategy keeps costs manageable and provides Robroy the highest level of expertise in areas critical to running its IT operations.

Robroy's specific IT challenges are:

- ▶ Changing from a reactive mode to a proactive mode for all IT-related issues
- ▶ Improving root-cause analysis to prevent future problems
- ▶ A common platform to enable everyone to collaborate to solve problems
- ▶ A single-pane-of-glass through which executives and technical staff can monitor the health of critical systems and processes
- ▶ Business-aligned IT reporting

Some common scenarios that Robroy IT struggled to solve before using AccelOps include: We know a server went down, but we don't know why. What was the cascading impact? If this happens again, how do we get an early indication of things failing again so we can manage the issue and reduce our downtime?

“There was a lot of guesswork before AccelOps,” said Simon Herring, IT consultant at Robroy. “The same troubles kept popping up and it became really frustrating. Though the skill existed to solve the problem, time was always an issue. When you are fighting fires, it's hard to get ahead.”

## Why AccelOps?

A pivotal event in the decision by Robroy to deploy AccelOps was the decision to outsource key IT operations expertise.

*“Every week my IT team has a 30-minute business review meeting with Mike Deane, our CFO. We have an AccelOps report that we look at – it is our business impact report. A report that shows all the incidents that occurred the past week that could have an impact on revenue. The report is annotated, what happened, what was the resolution?”*

Anil Kewalramani, IT Director,  
Robroy

“We knew we needed a single-pane-of-glass through which to view our environment,” said Anil Kewalramani, director of IT at Robroy. “We couldn’t have fragmented tools and software collecting data and presenting it in a variety of places. We needed a one-stop place to capture security, change, performance and availability metrics. This is important for the health of our business and ensuring we are getting the service level committed to by our partners.”

With its ability to connect the dots across the entire IT domain – network, server, storage, virtualization and applications – and provide deep metrics for each of these areas, Robroy now had a handle on the complexities it deals with on a daily basis.

“AccelOps provides us the flexibility of an IT operations team that’s on the go,” Herring said. “I can be at home or on the road, receive an SMS alert from AccelOps, throw open my MacBook, connect to Wi-Fi and sign-in to AccelOps with my browser. From there, I can find the answer, create a ticket, manage it to resolution, create new rules to watch for this condition in the future, and do it all in a matter of minutes.”

Kewalramani adds, “We operate a very sophisticated shop when it comes to IT. We are nearly 100 percent virtualized on all our servers. Each location has highly available ESX servers to manage our workloads better and respond faster to demands. We do not have the luxury of using fragmented and disparate tools.”

## Mapping IT DNA to Business

Robroy firmly believes that a company’s IT DNA should reflect its business. Herring said. “You can have two identical companies, even in the same industry, they both use Windows, virtualization, Cisco etc., but the way their applications, users, systems behave are different. It is unique because each business is unique; this is their IT DNA. If you put the dashboards of three different companies that all run VMware and Windows side by side, they look different because their businesses are different.”

AccelOps gives Robroy the ability to make these unique circumstances bubble up to the top in a meaningful way with little effort.

“As a manufacturing organization, we rely on software to automate our business operations,” Kewalramani said. “For example, our workflow management system gateways must always be running. These processes run on the server. They take all the information about what’s in the warehouse, what is on the shop floor and sends it to the ERP system. If that tiny memory footprint process doesn’t run, then the ERP system falls out of sync. That affects our daily performance. To detect these conditions, Robroy monitors its entire infrastructure with AccelOps and pays special attention to mission-critical components.”

Herring adds, “Some applications must be running as a specific user. We have created a series of monitors and alerts that warn us if the process dies or isn’t found running as ‘user A.’ No coding, scripting or development effort was necessary to do this.”

## Measuring the Financial Impact of IT Incidents

The dependency upon IT automation means that every IT incident or problem has a direct impact on the business. Thus, Mike Deane, vice president and chief financial officer at Robroy, has a direct interest in IT operations. “The big driver for me on a weekly basis is knowing what incidents affected the business, how was it handled, and have we done the root-cause analysis to make sure it is not going to happen again, or if it does happen again, can we respond to it quickly?” he said. “AccelOps provides us direct line of sight into these issues and helps us improve operations on an ongoing basis.”

*"Before AccelOps, we were making reactive decisions as systems failed and spending too much time fighting fires. That's changed with AccelOps. It's given us a holistic view into the performance and security of our IT operations. That allows us to be more strategic."*

Anil Kewalramani, IT Director,  
Robroy

Simon Herring finds AccelOps' synthetic transaction monitoring capability particularly useful.

"The ability to mimic or emulate what a user or process would do on the network and let us know when a user can't do those steps and send an alert is significant," he said. "We have the ability to check the responsiveness of the actual application itself, and this is a major help in preventing incidents that can have big financial impacts."

## Continuous Process Improvement

As a manufacturing organization, continuous process improvement is not only part of Robroy's culture, but also necessary to grow and improve financial results. "Prior to AccelOps, we spent too much time fighting fires," Kewalramani said. "Now we spend time measuring performance and asking questions and getting answers. We have very high internal standards and audit ourselves annually and take those audits seriously. AccelOps helps us measure compliance in this area through easy to create reports that summarize results and show trends over time."

## Looking to the Future

Kewalramani plans to further exploit AccelOps' capabilities to model more of Robroy's IT DNA and drive automation in specific and meaningful ways to its business. "I am very pleased with AccelOps' results and we are actively pursuing efforts to extract even more value from the product."

## About AccelOps

AccelOps provides a new generation of integrated security, performance and availability monitoring software for today's dynamic, virtualized data centers. Based on patented distributed real-time analytics technology, AccelOps automatically analyzes and makes sense of behavior patterns spanning server, storage, network, security, users, and applications to rapidly detect and resolve problems. AccelOps works across traditional data centers as well as private and hybrid clouds. The software-only application runs on a VMware ESX or ESXi virtual appliance and scales seamlessly by adding additional VMs to a cluster. Its unmatched delivery of real-time, proactive security and operational intelligence allows organizations to be more responsive and competitive as they expand the IT capabilities that underpin their business.

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