



## CASE STUDY

# Daikin Applied Europe Makes the Green Choice

**50 MWh**

Power saved in 10 months

**ZERO**

Downtime from upgrades

**90%**

Reduction in latency

“ Taking care of air quality starts with taking care of ourselves. We strive for efficiency and excellence in every aspect of our business, and IT is no exception. With Pure Storage, we are meeting our performance and environmental goals.”

**DAVIDE BOMBARDA**

**IT MANAGER, DAIKIN APPLIED EUROPE**

Daikin Applied Europe has been a global leader in industrial and commercial air conditioning solutions for more than 50 years. With more than 1,000 employees, three manufacturing sites in Italy, and three commercial offices in Germany, Daikin Applied Europe delivers a wide range of technologies and solutions.

## When Storage Introduces Friction

The mission of the Daikin Applied Europe IT department is to support the people and technology that contribute to the company's solutions and growth. Many systems rely on data, from technical designs and logistics to predictive failure analysis and machine optimization in manufacturing facilities. All of this data demands flexible and high-performance storage.

The IT department has relied upon various flash storage solutions since 2013. But during a regular IT technology refresh cycle, the storage failed to meet expectations, causing performance issues that affected many employees.

"The request for a storage refresh came very quickly, so we didn't have time to thoroughly evaluate proposals," recalls Davide Bombarda, IT Manager at Daikin Applied Europe. "We asked our supplier at the time for a solution based on specific requirements, but when we went into production, it fell short."

## Infrastructure as a Technological Driver

While looking for an effective alternative to legacy storage, a proposal from Pure Storage and partner Harpa proved to be the breakthrough Bombarda needed.

**“ In a matter of days, we ramped up from the initial meeting to defining and implementing the proof-of-concept.”**

**DAVIDE BOMBARDA**  
**IT MANAGER, DAIKIN APPLIED EUROPE**

**“ Being able to validate the solution with real tests on the actual systems before purchase aligns with our own policies, as we offer witness tests to our customers inside the largest climate chamber in Europe, a flagship of our R&D department.”**

**DAVIDE BOMBARDA**  
**IT MANAGER, DAIKIN APPLIED EUROPE**



**GEO**

EMEA

**INDUSTRY**

Manufacturing

**SOLUTION AREA**

Accelerate Core Applications

**PURE STORAGE®  
PRODUCTS IN USE**

FlashArray//X™

Evergreen//Forever™

[www.daikinapplied.eu](http://www.daikinapplied.eu)**Value for the Employees and the Environment**

With Pure Storage FlashArray™, Daikin Applied Europe reduced latency from 10ms to less than 1ms, dramatically improving performance for employees. The non-disruptive Pure Storage platform and Evergreen//Forever subscription allow the IT team to seamlessly upgrade storage without disruption to their operations.

At the same time, the flash storage saved 50 MWh of energy in 10 months, helping the company lower consumption and become a greener company.

“We deal with air conditioning, so we know how energy consumption produces heat, which must be dissipated by a cooling system that in turn consumes energy,” says Bombarda.

“Taking care of air quality starts with taking care of ourselves. We strive for efficiency and excellence in every aspect of our business, and IT is no exception. With Pure Storage, we are meeting our performance and environmental goals.”

**DAVIDE BOMBARDA****IT MANAGER, DAIKIN APPLIED EUROPE**