HÄAGEN-DAZS JAPAN DRAMATICALLY IMPROVES USER EXPERIENCE AND PRODUCTIVITY WITH NVIDIA GRID

Graphics-acceleration streamlines internal access to company website and productivity apps.

REASONS FOR NVIDIA GRID®

> Improve VDI performance by 10X

> Deliver a consistently great user experience

> Prepare for the increasing graphics demands of Windows 10

> Reduce IT's workload

INTRODUCTION:

Häagen-Dazs Japan is the Japanese business entity of U.S. ice cream brand Häagen-Dazs. A premium ice cream pioneer in Japan, the company started selling pints at department stores and upscale supermarkets in 1984. Today, Häagen-Dazs Japan relies on its multimedia-rich website to maintain a brand image of luxurious indulgence with business partners and consumers.

CUSTOMER PROFILE

Company	**Industry**	**Location**	**Founded**	**Size**	**Website**
Häagen-Dazs Japan	Manufacturing	Tokyo, Japan	1984	300 employees	www.Häagen-Dazs.co.jp

SUMMARY

> Häagen-Dazs Japan produces premium ice cream as a business arm of the U.S. brand Häagen-Dazs.

> After deploying VDI five years ago, staff experienced difficulty accessing the company's website, as well as increasingly poor performance of Microsoft Office.

> Häagen-Dazs Japan's IT team rolled out updated infrastructure powered by NVIDIA GRID®.

SOFTWARE

Hypervisor: VMware Horizon on VMware vSphere, VMware vSAN

Graphics Acceleration: NVIDIA GRID Virtual PC (GRID vPC)

HARDWARE

Server: HPE Proliant DL380 Gen10
GPU: NVIDIA® Tesla® M10

CHALLENGE STATEMENT:

Häagen-Dazs Japan introduced the concept of premium ice cream to Japan in the mid-1980s. The company soon thrived, thanks to its local research and production facilities that specialized in creating unique ice cream flavors that Japanese consumers loved. Because of this pioneering approach to ice cream, the company has dominated the country's upscale ice cream market for the last three decades.

After achieving sufficient brand recognition, the company relied on its multimedia-rich website to carry on its exclusive brand image. During this period, the company switched its focus to in-house innovation, deploying a virtualized environment to revolutionize IT management for all employees. While the virtual desktop infrastructure (VDI) certainly modernized the company's IT, it also introduced new challenges.

One of the biggest was that it dramatically slowed internal access to the company's website. "Our sophisticated website is a key aspect of our business. Although it can't offer a taste of our ice cream, it features videos and animations that communicate the high-end nature of our products. Consumers aren't the only ones who use it. Our sales people access it during meetings with business partners. We have a team that updates the website regularly, and staff who look up product information," said Shinichi Takeshita, manager of the information systems department. "Unfortunately, viewing it with VDI was practically impossible."

Brand perception is very important for Häagen-Dazs Japan, and a slow website didn't create the right impression. "When the website performed poorly during sales meetings, it was easy for people to assume that it was always slow—even outside our offices," said Takeshita. Over the years, poor VDI performance not only impacted website access, it also decreased productivity. Internet browsing was slow, as were Microsoft Office productivity applications like Excel, PowerPoint, and Outlook. Last year, with application stability on the downturn, Häagen-Dazs Japan began planning an upgrade for its virtualized environment.

> "When we compared before and after introducing NVIDIA virtual GPUs, performance improvement was significant. With NVIDIA, it was obvious that the display and rendering of content was a lot faster."

Shoichi Koga
Information Systems Department
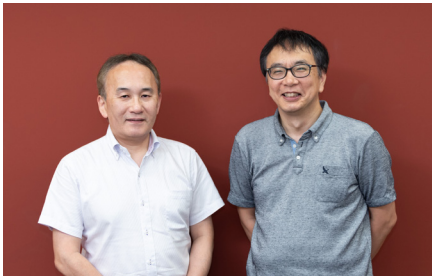Häagen-Dazs Japan

SOLUTION STATEMENT:

Initially, the project's completion date was scheduled for November 2018. However, VDI performance continued to deteriorate. Additionally, the IT team wanted to start testing an upgrade to Windows 10, which is 30 percent more graphics intensive than Windows 7. To move the project forward, company leaders met with the board of directors in early 2018 and received approval to speed up the project timeline. At that point, the IT team consulted with vendors about the best upgrade approach.

Net Brains, a member of the NVIDIA Partner Network (NPN) worked with Häagen-Dazs Japan on a solution. They recommended that, for users to view the company's WebGL-based website and experience consistently great performance with Microsoft Office applications, the company needed to implement NVIDIA virtual GPU (vGPU) technology. Net Brains supported a three-month proof of concept (POC) with Häagen-Dazs Japan, during which it demonstrated a significant improvement in website performance with NVIDIA GRID.

Through the POC, the team clearly showed that, with NVIDIA GRID, website animations could be easily viewed and users had a smooth, consistent experience, whereas without NVIDIA GRID, the website was very difficult to view. "When we compared before and after introducing NVIDIA virtual GPUs, performance improvement was significant. With NVIDIA, it was obvious that the display and rendering of content was a lot faster," said Shoichi Koga, a member of the information systems department

Häagen-Dazs Japan purchased HPE DL380 Gen10 servers, each installed with one Tesla M10 GPU running NVIDIA GRID Virtual PC (GRID vPC) software to accelerate their users' virtual desktops. Because Tesla M10 GPUs provide the industry's highest user -density solution, Häagen-Dazs Japan was able to support a high number of users per server, each with a 512 megabyte (MB) profile size. And the environment can be easily expanded to support the increased graphics demands of Windows 10 by adding one more Tesla M10 GPU to each server and moving to 1 gigabyte (GB) profiles.

"I'm expecting great results when it we make the switch [to Windows 10] thanks to NVIDIA GRID."

Shinichi Takeshita
Manager, Information
Systems Department
Häagen-Dazs Japan

LOOKING AHEAD

In July 2018, Häagen-Dazs Japan began consulting with NVIDIA to test a Windows 10 VDI environment powered by NVIDIA GRID. "I understand that, when we upgrade from Windows 7 to Windows 10 in 2019, we will be able to make better use of our NVIDIA virtual GPU resources. I'm looking forward to seeing how Microsoft Office productivity applications perform in the test environment," said Takeshita. "I'm expecting great results when it we make the switch thanks to NVIDIA GRID."

To learn more about NVIDIA virtual GPU solutions visit:
www.nvidia.com/virtualgpu

www.nvidia.com

RESULTS STATEMENT:

Overall, the new IT infrastructure powered by NVIDIA GRID has drastically improved users' daily experience. Whether they're showing the company website to business partners or looking up product information, performance is fast and reliable. "Performance has improved by at least 10X. Our website product pages used to take a really long time to load. Today, accessing that information is easy," said Takeshita. "We did increase the power of our other resources when we upgraded. However, the POC before and after comparisons proved NVIDIA virtual GPUs are a major factor."

With graphics-accelerated VDI, users also enjoy excellent performance with Microsoft Office productivity applications. Said Takeshita, "Staff use a lot of resources. Throughout the day, they'll have five to six browser tabs open, anywhere from two to 10 Excel spreadsheets open, along with PowerPoint and email. With 20 different windows running, it makes sense that in the past there was a shortage of resources. Today, however, a 512 MB profile size means they experience great performance no matter what they're doing."

The IT team benefits from the upgraded environment too. "Five years ago, when we deployed our first virtualized environment, we had to work day and night during the initial three months because there were so many user questions and complaints. This time, when we replaced that infrastructure and added NVIDIA virtual GPUs, we had no trouble at all. It was a very smooth transition," said Takeshita.

Time spent troubleshooting is significantly less, because help desk inquiries, questions, and issues have tapered off. "I like to use the analogy of the Japanese train system. Our commuter trains are famous for being very punctual. Everyone just takes this for granted. However, whenever there's a delay, there's a huge outpouring of dissatisfaction," said Takeshita. "Today, our VDI system is so stable that we hear much fewer complaints from our users.