

How Modern Technology Helps Empower Health and Well-Being

Vitamix upgrades IT infrastructure to reduce power consumption and gain faster, more reliable technology in a smaller footprint.

Customer profile



Consumer Goods | Worldwide



Business needs

At Vitamix, empowering human health and well-being is a top priority. Recently, Vitamix improved its own health by upgrading to a modern, hyperconverged infrastructure. Using Dell PowerFlex gave Vitamix better business outcomes through speed, reliability, flexibility, and cost savings.

Business results

- Optimized business processes for better business outcomes
- Reduced power consumption
- Decreased IT footprint by 40%
- Increased IT flexibility, reliability and speed
- Improved ability to monitor, manage and support infrastructure and business
- Consolidated a mix of IT providers into a hyperconverged infrastructure



“Dell PowerFlex helped us accelerate optimization in several business areas with an IT infrastructure that supports future innovations and scalability.”

Jeffrey Chenevey

IT and Digital Services Leader
Vita-Mix© Corporation

Solutions at a glance

- [Dell PowerFlex](#)

Vita-Mix® Corporation (Vitamix) is passionate about health and well-being. Starting in a small log cabin in the US, Vitamix recently celebrated its 100-year anniversary and its expansion into more than 130 countries around the world. Vitamix is unwavering in its purpose and mission to “nourish our world by crafting superior solutions that empower people to improve their health and wellbeing.” To better catalyze its mission and serve its global customers, Vitamix recently upgraded its entire global IT infrastructure using Dell PowerFlex.

Vitamix was founded by William Grover Barnard, known as “Papa Barnard”, to promote whole-food nutrition after discovering its benefits for a family member with chronic illness. That’s how healthy eating became Vitamix’s north star. Soon, Papa Barnard realized that a powerful blender made healthy foods taste great and the “Vita-Mix” was born.

As Vitamix has grown and evolved, its technology has also-- creating a mix of heterogeneous hardware, storage and software solutions. Recently, inefficiencies crept in and began to impact business outcomes. That’s when Vitamix and Dell Technologies crafted an IT solution built upon a Dell PowerFlex core, leveraging the holistic ecosystem of a hyperconverged infrastructure. As a result, business improvements were realized via Vitamix’s modern technology, such as faster, more reliable performance with less power consumption in a smaller footprint.

Optimizing Business Outcomes

Vitamix understands high performance. Through its line of high-quality, high-performance blending solutions, Vitamix delivers premium products to households and commercial institutions; most Michelin star chefs use Vitamix products. When it came to deploying high-performance technology infrastructure, Vitamix chose Dell PowerFlex to align IT with business needs. The goal was to add incremental business value with a modernized technology infrastructure.

The business benefits were quickly realized. Vitamix was able to optimize business processes, create cleaner intake work, better prioritize work and more accurately estimate work. These business improvements translate into better customer experiences and



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improved operational efficiency, which help support the fulfillment of Vitamix's mission.

“At Vitamix, our new technology makes our business better. It does that by helping to optimize existing processes or enabling us to do something new. Dell PowerFlex gives us the flexibility, performance and agility to do both. Consequently, we've accelerated optimization in several business areas and have the IT infrastructure that supports future innovations and scalability,” shared Jeffrey Chenevey, IT and Digital Services Leader at Vita-Mix® Corporation.

Gaining an Efficient Ecosystem

Business growth necessitates technology growth. At Vitamix, however, that technology growth involved multiple vendors and solutions and began to hamper effectiveness. With Dell PowerFlex, Vitamix pivoted to a modernized, hyperconverged infrastructure. With that infrastructure and Dell Technologies came a powerful enabler, the ecosystem.

For Vitamix, the Dell Technologies ecosystem provides streamlined management, functionality and support. With a limited infrastructure engineering staff, Vitamix values the Dell Technologies support team. The advantages of Dell PowerFlex go beyond the technology and are derived from the entire support-based ecosystem.

“At Vitamix, we are very much a family culture so relationships and quality of service and support are key. We assessed many solutions and if Dell PowerFlex wasn't right, we would have gone in a different direction. But the entire ecosystem is delivering what we need—world-class products, expert support and future-proofed IT infrastructure,” states Chenevey.

Going Smaller While Getting Mightier

Moving from a converged to a hyperconverged infrastructure helps Vitamix in several ways. To start, the technology footprint was reduced by 40% in the data center while providing all the storage capacity previously housed in multiple racks. Simultaneously, from an operational perspective, Dell PowerFlex is easier to maintain, is fast, reliable and lowers power consumption.



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The technology transition at Vitamix happened with zero disruptions to the business. That’s because Dell PowerFlex’s pre-configured, validated design helps to simplify deployments, offering a turnkey experience. In addition to the streamlined implementation and support provided by Dell Professional Services, Vitamix boosted flexibility, reliability and scalability, gaining the ideal foundation for optimized business today and in the future.

“With Dell PowerFlex, we’re able to better monitor, manage and support our infrastructure and our business. It’s all a win to me and the Vitamix team,” says Chenevey.