

Silent Cubes Success Story

Project: Schwan-STABILO Cosmetics
Solution: Open Text
Partner: STOR-IT

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Schwan-STABILO Cosmetics thrilled by long-term data archiving with Silent Cubes from FAST LTA



Leading private label manufacturer of cosmetic pencils turns to hard disk-based, revision-safe long-term data archiving from FAST LTA – implemented by STOR-IT.

Schwan-STABILO Cosmetics is a subsidiary of Schwanhäußer Industrie Holding GmbH & Co. KG, which also owns the world-renowned STABILO writing instrument brand and the DEUTER “outdoor specialists” enterprise. The global parent company employs approximately 3,600 people and generated total sales of 370 million Euro in fiscal year 2008/09. As a leading private label manufacturer of cosmetic pencils, Schwan-STABILO Cosmetics (SSC) has a huge customer base which includes virtually all internationally renowned cosmetic companies. Introducing its first eyebrow pencil in 1927, the company has since developed an extensive product portfolio.

Latest generation of digital long-term data storage

Schwan-STABILO Cosmetics had previously stored and managed all the data it needed to archive using a commercial storage system. Eventually, by early 2010, the decision came down to adopt a new, more efficient solution for digital long-term archiving. After having converted its financial and accounting systems to SAP and introducing the associated Open Text document management solution along with a standardized universal storage system, the company saw the need for a suitable revision-safe long-term archiving system and went on to compare many different applications from various vendors. The company’s long-standing system integrator and hardware supplier, systems vendor STOR-IT, recommended the certified Silent Cubes hard disk storage system from FAST LTA, the digital long-term data storage specialists. “True innovations are few and far between in the storage industry but, without a doubt, Silent Cubes are definitely one of them. They immediately won all of us over and we wholeheartedly recommend them without hesitation,” praises Dieter Walzer, Sales and Marketing Manager at STOR-IT. After a demanding period of in-depth evaluation and reviewing references, including a live Silent Cubes presentation, Silent Cubes ultimately emerged the winner from the shortlisted final round of the three best solutions.

Rapid roll-out

Once the decision was made, the long-term revision-safe data storage project was quickly implemented without a hitch. Only three weeks passed from the time the contract was awarded until roll-out, and installing the Silent Cubes took just one day for the Schwan-STABILO Cosmetics IT Department working together with a STOR-IT technician. “My experience has been that such congenial teamwork and smooth implementation is a rarity today. FAST LTA promptly attends to any customer-desired adaptations, runs its own development department, and their engineering and service departments are pretty much right around the corner from us. We also actively quote Silent Cubes to other customers, regardless of the industry they’re in,” adds STOR-IT specialist Walzer.

Mirroring creates security while deduplication creates space

Schwan-STABILO Cosmetics deployed two storage systems, each consisting of one Silent Cube and head unit, spatially separated in two different buildings on its company grounds. This allows all data to be mirrored and this replication also protects the data against fire, weather or water damage. The system has been fully operational as the final memory solution for three months – without any problems. All the SAP production and financial accounting data is archived on the Silent Cubes. The new Open Text DMS system manages documents with or without workflows while Schwan-STABILO Cosmetics can archive its data onto the Silent Cubes at custom-selectable intervals depending on the amount of data and the urgency. Because the system’s innovative deduplicating options save a considerable amount of space when storing data, Schwan-STABILO is good to go for the time being without scaling, despite its steadily increasing archiving needs. Although system expansion always remains a quick and easy option for any point in the future.

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The disk-based Silent Cubes solution is built upon WORM hardware; its quadruple redundancy guaranteeing the integrity, unalterability, completeness and anytime accessibility of the data. Low-maintenance and user-friendly, nor does the archiving system require extensive training. It also performs digital audit self-checks, automatically reporting back to the service center, thereby allowing the detection of any potential problems at a very early stage and enabling the service center to coordinate on-site remedying without any added time pressure. As the first and to date only provider to do so, FAST LTA integrates SATA hard disks from three different vendors in each of its storage units to eliminate the possibility of data loss due to production lot defects. Besides for the system already being quadruple redundant in nature, the fact that the storage cubes are exceptionally energy-saving adds yet another positive angle.

Solution and service meet expectations

Administrators at Schwan-STABILO Cosmetics are very pleased with their chosen solution. “The high availability and modular structure to the Silent Cubes yield an excellent price/performance ratio. The FAST LTA storage system is highly specialized and exactly what we need. You can tell that the Silent Cubes were expressly designed and developed for the long-term and revision-safe archiving of data. We were completely sold on the sophisticated features of the memory cube, the excellent support provided by the FAST LTA and STOR-IT service teams,

the extensive experience FAST LTA has in this field and also its references – each of these factors played their own very important role in making our purchase decision,” explains Robert Hans, Director of IT Infrastructure at Schwan-STABILO Cosmetics.

When Silent Cubes were first introduced, the majority of satisfied users came from the healthcare sector. Over the ensuing years, the ultra-secure memory cubes have been embraced by more and more businesses in manufacturing and data recording fields which amass large volumes of sensitive data. The target group now comprises organizations and companies in all sectors of industry generating documents subject to the strict compliance directives on data retention. In addition to Open Text, many other leading DMS and archiving vendors are supported and FAST LTA continues to negotiate partnership arrangements with additional suppliers and system vendors. In other words, the memory cubes are truly universally applicable.

“The collaboration between FAST LTA and STOR-IT functioned so perfectly that Schwan-STABILO Cosmetics was able to promptly benefit from our successful and proven solution for revision-safe long-term archiving of permanent data with the great amount of data they maintain. Our customers are also assured of additional security with our comprehensive servicing contract which guarantees we will be available to them 24/7/365 and be able to rectify any problem on-site during full system operation,” sums up Reiner Bielmeier, CEO of FAST LTA, on working with STOR-IT and the project for Schwan-STABILO Cosmetics.



As one of the world's leading private label manufacturers of cosmetic pencils, the customer roster of Schwan-STABILO Cosmetics includes virtually all internationally renowned cosmetic companies. A company of the Schwan-STABILO Group, which largely made its name among end users with writing instruments, Schwan-STABILO Cosmetics successfully combines tradition and future-oriented vision in its wide range of modern pencil-based cosmetic products encompassing all methods of application and based on the highest quality standards and a globally-applied regional economic policy.

Schwan-STABILO has a long history starting with its founding in 1855. Still a family-owned company today, it is now in its fifth generation of family management.

For more information on Schwan-STABILO Cosmetics, please visit www.schwancosmetics.com/de

Full details on the Silent Cubes long-term storage solution are available at www.silentcubes.de