

Manufacturing

# Raising the flag for manufacturing excellence

Sunpole Co., Ltd

Sunpole empowers engineers to develop premium-quality flagpoles, bollards, and other landscape products with fast access to design data by establishing secure, cost-effective, scalable storage with Lenovo ThinkSystem DM5000H.



Lenovo

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## Who is Sunpole Co., Ltd?

Founded in 1970, Sunpole Co., Ltd specializes in designing and manufacturing flag poles, traffic bollards, and other landscape products. Sunpole's designs hold up signage and flags for some of the most prestigious institutions and events in the world, including the G7 Hiroshima Summit 2023.

Employing more than 180 people, Sunpole provides customized products to customers throughout Japan and across the globe.

The logo for Sunpole, featuring the word "Sunpole" in a bold, black, sans-serif font. The letter "S" is stylized with a horizontal bar extending to the left, and the letter "P" has a distinctive shape with a vertical bar on its right side.

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## The Challenge

Demand for Sunpole's premium quality flag poles, traffic bollards, and other landscape products has skyrocketed in recent years, with sales reaching JPY5 billion in 2022.

Crafting durable and elegant flagpoles and bollards demands expertise as well as reliable, responsive, and scalable storage. And Sunpole's use of 3D computer-aided design (CAD) software generates very large design files.

Previously, Sunpole used multiple file systems and Network Attached Storage (NAS) solutions to house its critical data. However, this approach created complexity for IT teams, and made backing up these storage systems time-consuming and cumbersome. To ease the operational issues and meet surging demand for data through digital transformation, Sunpole looked to step up the storage solutions underpinning its design, manufacturing, and administration processes.

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“Reliable, secure, and scalable storage is critical both to support company growth and protect our core data from cyberattacks and ransomware. With data volumes growing and online threats increasing, we decided it was time to upgrade and enhance our storage systems.”

**Mr. Shoichi Kumano**

Assistant Manager, Administrative Division, Sunpole Co., Ltd

# Laying firm foundations for growth

Sunpole turned to its technology partner Ricoh Japan for help finding the best storage infrastructure to support business growth. Ricoh Japan confidently recommended Lenovo ThinkSystem DM5000H Unified Hybrid Storage for its excellent reliability, seamless scalability, robust security, and extremely high availability.

The Lenovo ThinkSystem DM5000H storage array provides Sunpole with extensive deduplication and compression tools to optimize storage capacity. The automatic ransomware detection feature protects against cyberattacks, while the rapid data recovery tool supports around-the-clock storage availability.

## Hardware

Lenovo ThinkSystem DM5000H  
Unified Hybrid Storage Array

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“We were impressed with the rich functionality of Lenovo ThinkSystem DM5000H storage. The data recovery features made it the perfect match for Sunpole. We feel confident that we can store our data securely with Lenovo—and recover it quickly whenever necessary in coping with external threats or employee’s operational mistakes.”

**Mr. Shoichi Kumano**

Assistant Manager, Administrative Division, Sunpole Co., Ltd

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## Results

By transforming its storage infrastructure with Lenovo ThinkSystem DM5000H, Sunpole reduces system complexity, accelerates data recovery, and supports efficient design, manufacturing, and administration workflows.

Mr. Shoichi Kumano, Assistant Manager, Administrative Division at Sunpole, comments: “Thanks to the deduplication tools built into the Lenovo ThinkSystem DM5000H array, we can manage our storage much more efficiently. We’ve been using the Lenovo storage for over a year now, and it has provided excellent system stability throughout this time.”

Moving to Lenovo storage has also dramatically accelerated data recovery. Mr. Shoichi Kumano adds: “Because we no longer need to pull data from multiple storage systems, we’ve been able to manage multiple generations of data within a day. Ultimately, this helps to ensure that we can keep our operations running smoothly and provide employees with highly available and reliable access to files.”



Data restoration  
at ease



Enhances storage  
efficiency



Simplifies system  
management



## **Focused on future expansion**

With ambitions to hit a sales target of JPY5.5 billion by the end of fiscal year 2023, Sunpole has its sights set firmly on growth. To support future expansion, the company plans to virtualize the vast majority of its system environment.

Mr. Jun Matsumoto, Director, Sales Control Division, General Manager at Sunpole, says: “It will be a new challenge for us to adopt a different system architecture from the existing one, but I expect it to bring better systems for Sunpole. And we will keep attaching importance to security, strengthening data protection as well as business continuity through rapid restoration in case of a security incident.”



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“Sunpole’s goal is to develop and deliver value-added products to many more people. With the vast variety of our product line-up, stable IT systems will keep playing an imperative role, with business partners able to support immediately in case of any trouble.”

**Mr. Rei Yamane**

CEO, Sunpole Co., Ltd

# Why **Lenovo**?

When Sunpole began looking for new storage infrastructure, the global technology supply chain was experiencing unprecedented disruption due to the COVID-19 pandemic. Despite this, Lenovo was able to deliver the Lenovo ThinkSystem DM5000H array promptly.

Mr. Shoichi Kumano says: “Lenovo fully leveraged its supply chain as a global company so that its products were delivered much sooner expected, which enabled us to take sufficient time for preparation of replacing the system and transitioning the data.”



## Partner perspective: Ricoh Japan

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“When consulted by Sunpole, we considered what would be the best appropriate proposal based on their current issues, future outlook, and external factors such as nationwide increase of ransomware threats and the amendment of the Electronic Books Maintenance Act. Lenovo ThinkSystem DM5000H was the perfect storage platform for this project.”

**Mr. Hisaaki Tokunaga**

Assistant Manager, Hiroshima ICT Sales, Ricoh Japan



# How you lay the foundations for business growth?

Supporting efficient design, manufacturing, and administration workflows with scalable storage from Lenovo.

[Explore Lenovo ThinkSystem Storage](#)