

In 2013, **Picard** decided to upgrade its storage system, which had become too slow, by installing two Pure Storage FlashArrays. The objectives were to solve performance issues and increase the effectiveness of data reduction with an all-flash architecture, while also improving compression and deduplication capabilities. Four years later, Picard was one of the first French clients to renew its controllers under the Pure Evergreen™ Storage program — doing so without any additional cost, in complete transparency, and without any impact on production while upgrading.



BUSINESS TRANSFORMATION

The Pure Storage FlashArrays have enabled Picard to improve the responsiveness of the logistic chain of its network and, by extension, its clients' user experience.

GEO

France

INDUSTRY

Retail

“The Pure Evergreen Storage program really helped us increase our margin and sustain our investments, while allowing Pure Storage to secure the loyalty of one of its clients. It is a win-win situation!”

Ismael Simoes, CTO

PICARD CONTINUES TO DELIVER THE BEST USER EXPERIENCE DUE TO THE PURE EVERGREEN STORAGE PROGRAM

Picard is France's leading frozen food retailer, with 4,500 employees and 920 stores. The company has stores in Italy, Belgium and Sweden, and sells via the Internet, with total annual sales revenues of more than €1.4 billion in 2017.

BOOSTING COMPANY AND MANAGEMENT SOFTWARE PERFORMANCE

The Picard network generates a huge amount of data each day, which is processed using the SAP ERP and SAP BI software programs. The data is primarily used to forecast sales and plan resupplies, while analyzing the consumption preferences of its clients. Despite the powerful forecasting and analytics capabilities of the SAP software, Picard was still running up against a performance and speed barrier, resulting from the storage arrays of its previous system at the heart of the Oracle environment.

For Ismael Simoes, CTO at Picard, only one solution was viable: all-flash storage. “The difference in performance between a SSD and a hard disk is amazing. We had to have this speed boost for our business applications — starting with SAP.”

Picard was able to test the Pure Storage arrays through its Antemeta integrator under the Try and Buy program from Pure Storage, after which it decided to invest in a Pure Storage all-flash storage architecture. Picard extended all-flash to their ERP and virtual servers, in addition to the company's Business Intelligence (BI), to consolidate vital apps. “Performance was immediately obtained and we have also been pleasantly surprised by the 4:1 data reduction levels in our Oracle environment,” acknowledged Simoes.

A BETTER USER EXPERIENCE AND THE END OF PERFORMANCE ISSUES

The Pure Storage arrays, whose installation took only half a day each, fit very well into Picard's existing infrastructure, without requiring extensive tuning sessions. “The implementation of the solution was transparent and we have very easily migrated our volumes and virtual machines,” confirmed Simoes.

COMPANY:

Picard
www.picard.fr

USE CASE:

- SAP® ERP, SAP BI

CHALLENGES:

- The storage system was too slow to handle all the data generated daily.
- The company needed faster analysis of the Business Intelligence (BI) and a high-quality infrastructure for ERP and virtual servers.
- Picard needed a long-term solution that would evolve over time without any additional cost.

IT TRANSFORMATION:

- The data reduction ratio has reached 4:1.
- Performance of apps increased from 30% to 80%.
- Footprint was reduced by 5x.

“Due to their performance, and reduction and deduplication capabilities, the Pure Storage arrays have become our new reference arrays. The performance of our apps has increased from 30 to 80% depending on the type of app,” added Simoes.

Picard’s performance problems have actually disappeared since the installation of the arrays, as demonstrated by the fact that users’ previously frequent calls on this topic have now stopped. This is key as the user experience is an essential element for the company. Simoes also stated that the increased speed of data analysis has allowed Picard to not only improve the responsiveness of the logistic chain of the brand, but to also gain insight into critical areas of the business.

INCREASED PERFORMANCE DUE TO EVERGREEN STORAGE

In 2017, Picard was one of the first French clients to renew its controllers under the Pure Evergreen Storage program, upgrading its FlashArray 420 to FlashArray//M20 controllers. “The operation was performed live, which is rather impressive,” explained Simoes. “Our Antemeta integrator simply replaced the controllers one by one on our storage arrays, in a transparent manner, without any production shutdown. Even better, the controller upgrades were included in the Pure Evergreen Storage subscription, which provides top-notch support and maintenance.”

“Since their implementation, the Pure Storage arrays have always been very satisfying and their area of application has evolved very little in the last three years,” concluded Simoes. “But the Evergreen Storage program has really helped us increase our margin and sustain our investments, while allowing Pure Storage to secure the loyalty of one of its clients. It is a win-win situation!”



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