BUCHERER AG

BUCHERER
1888

Bucherer has designed, produced, and processed high-quality jewelry and watches since 1888. The family company stands for craftsmanship and tradition, and excellent customer service has top priority – in particular during Bucherer's current growth period. When the existing IT infrastructure could no longer live up to the standards, Bucherer decided to use flash storage technology from Pure Storage. This scalable, efficient system accelerates access to important information and enables the company to develop new services.

BUSINESS TRANSFORMATION
Pure Storage enables Bucherer to accelerate procedures and processes allowing them to scale for growth and introduce new services.

CHALLENGES
- Limited capacity to support Bucherer's growth plans.
- Slow and inconsistent performance.
- Existing system did not fit future cost projections.

IT TRANSFORMATION
- System performance doubled with consistent < 1 ms latency eliminating data throughput bottlenecks.
- Simultaneous operation of twice as many applications resulting in 40 percent less time to create Executive Management reports.

GEO
Switzerland

INDUSTRY
Jeweler

COMPANY
Bucherer AG
www.bucherer.com

USE CASE
Database - Oracle DB
Microsoft SQL Server
VDI - Citrix XenApp

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"Reliability and high availability with minimal administration and maximum flexibility and cost control – Pure is the complete package."

Maurizio Riva
Head of IT Infrastructure

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BUCHERER FOCUSES ON GROWTH WITH PURE STORAGE

Over the years, the demands on the digital infrastructure at Bucherer have increased as a result of geographical expansion as well as new services. When the new branch in Paris was about to open, the installed flash storage system reached its limits. The connection of SSD storage via the PCIe interface, which is only available to a limited extent on mainboards, meant that the capacity could no longer be extended on an economically viable basis. Phone calls from employees complaining about long latency times and fluctuating performance had increased sharply. In the Citrix environment almost the entire workforce was affected by the slow response times. The time the IT team had to invest in administration was taken from the time for developing new in-house applications and services.

"In recent years the company and our IT service catalog have evolved enormously. The existing flash storage infrastructure was increasingly unable to cope with the requirements. Consequently, we looked for a solution which was capable of supporting Bucherer in its continued growth efforts both in terms of flexibility and scalability and with regard to cost effectiveness. The question was not whether we should continue to use flash, but which technology was the most suitable for us," explains Maurizio Riva from Bucherer.

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A ROUGH DIAMOND

The requirements for the new system were clearly defined: high and cost-efficient scalability, the elimination of bottlenecks in data throughput, the acceleration of applications, and easy management. An additional specification was the ability to integrate with SANsymphony-V 10 from DataCore Software in order to continue to guarantee a seamless failover between the company's two data centers. The synchronized mirroring enables all business and database processes to continue when the primary system fails. The IT partner Netex AG chose the FlashArrays from Pure Storage. "Pure Storage satisfied the catalog of requirements on paper from the outset. The proof of concept in the actual environment then convinced Bucherer completely," explains Guido Zeller. In a test run lasting several

days the feasibility of migrating systems which were in operation was confirmed, and the Pure Storage FlashArray was tested rigorously – directly on the SAN. The raw performance available to the integrated applications for calculations, analyses, and database access was so convincing that the test set-up was immediately put into service for regular operations after the test runs had been concluded. Pure Storage also stood out on account of its exemplary support, including a 30-day money-back guarantee.

"The professionalism and customer focus which Pure Storage displayed made an extremely positive and trustworthy impression on us straight away. From the outset Pure Storage asked the right questions, thus showing us that we as a customer are important and that the company is looking for a long-term relationship," says Maurizio Riva in praise of the provider.

The company now runs two pools in the storage virtualization solution SANsymphony-V: In the All-Flash Pool all Tier 1 applications, such as Microsoft SQL Server, Microsoft Exchange, Oracle Cluster, Citrix XenApp, and Business-Intelligence, are implemented on two Pure Storage FA-420s with 5.5 TB which are mirrored across two data centers. This enables SANsymphony-V to ensure extremely high resilience and permanent availability of the applications servers. Tier 2 and Tier 3 applications at present still run in a mixed storage pool containing flash storage and hard disks which is optimized with auto-tiering. But Bucherer already has plans to migrate these applications to Pure Storage FlashArrays, too.

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AS COMPLEX AS CLOCKWORK, AS SIMPLE AS A RING

The switchover to Pure Storage FlashArrays was quickly apparent to the staff at Bucherer. Key applications now work twice as fast as a year ago. The Oracle database can process considerably more queries simultaneously without the performance being impaired – even at peak times. At the same time, twice as many applications can run simultaneously without loss of performance. With a latency time of less than 1 millisecond, evaluations and BI analyses are available significantly more quickly. As a result, it takes 40 percent less time to create reports for the company management. "Today, if an application doesn't provide the desired performance, our IT team can be much more relaxed. The problem is no longer the IT infrastructure, but the software itself. Performance optimization is now the task of the developers. The colleagues from the various departments are aware of this – we receive noticeably fewer phone calls requesting support," says Maurizio Riva with satisfaction.

The jeweler's growth efforts are supported not only by the scalability and performance of the FlashArrays, but also by the innovative model for procuring and upgrading storage systems from Pure Storage. Evergreen Storage eliminates the need to replace the storage infrastructure regularly. The storage is provided once and then supplied with upgrades on site for generations. This ensures long-term availability of the performance for Bucherer with maximum cost control well beyond the customary storage life cycle of five years.

"After switching to Pure Storage, our work procedures changed markedly. Bottlenecks no longer occur, the FlashArrays function reliably, and management of the storage pool is reduced to a minimum. Our

employees can concentrate on their specialist tasks," says Maurizio Riva. It has already been possible to implement new services and applications such as a new CRM, a consolidation solution, and customs clearance in the branches. Another major project is the evaluation of a new global POS system.

"The innovative technology of Pure Storage fits in perfectly for a complete overhaul of the data center. Reliability and high availability with minimal administration and maximum flexibility and cost control – the complete package which is an important component for our growth strategy", Maurizio Riva sums up.

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