BEAUTY SUCCESS

About Customer

Over the past 25 years, millions of French consumers have come to rely on Beauty Success for their cosmetic product and perfume needs. The brand has become France's number one franchising company in the selective perfumery market, while maintaining its family ties in the Périgord region.
www.beautysuccess.fr

Geo
EMEA

Industry
Retail

Solution Area
Accelerate Core Applications

Products in Use
Pure Storage FlashArray™
Pure Storage Pure1®

Creating a Memorable Peak-season Shopping Experience

From the right shade of lipstick to the perfect evening scent, Beauty Success has long been a mainstay for discerning French consumers. Although business is buoyant throughout the year, the retailer relies on end-of-year holiday trading to meet its revenue targets.

To help ensure the uptime and performances of its IT infrastructure during peak season—and to create the best possible shopping experience for its customers—Technical Manager Edouard Jugie sought a new data storage solution. In Pure Storage he found a compelling mix of performance, capacity, availability, features, and proven flash technology—everything required to meet the company's growth aspirations.

"Pure has been very beneficial for our business—it's flexible, efficient, and packed with cool features. Pure's use of vVols is really an asset and I wouldn't go back for anything in the world!"

EDOUARD JUGIE,
TECHNICAL MANAGER,
BEAUTY SUCCESS

Impact on Beauty Success

Supports future expansion in the competitive French beauty segment

Improves the customer-buying and employee-support experiences

Frees IT to focus on higher-value activities

Challenges

Business required the storage capacity and performance to power growth

IT's performance had become an issue during peak retail season

Disparate enterprise data was undermining infrastructure performance

Results

3x faster data processing

Near 100% IT infrastructure availability supports holiday-season uptime

66% reduction in backup time improves operational efficiency

Ensuring Availability at Peak Times to Maximize Revenue Potential

With a network of 180 franchised boutiques and 140 owned outlets, Beauty Success routinely sees a recurrent spike in commercial activity between Black Friday and Christmas.

"I was given the challenge of maintaining near 100% IT infrastructure availability, as well as system and network performance to avoid a slow-down of commercial activity throughout the year, especially during peak periods," Edouard explains.

In addition to addressing storage capacity-related needs, Edouard felt that Beauty Success would benefit from higher levels of IT flexibility and performance. He says: "In searching for a solution, I looked for something that offered functionality and features we didn't have."

Business Value Beyond Performance and Capacity

After considering several options, Edouard chose Pure Storage FlashArray. His choice was seconded by SolutionData, Beauty Success's long-time data-integration partner.

"Pure's use of virtual volumes [vVols] means I now have a single virtual storage space for all my virtual machines, which is a real asset," says Edouard. "That enables my team to spend less time on storage administration and more on business applications."

He continues: "Pure also integrated seamlessly with our Veeam backup software, enabling us to retain the system and reduce backup times by threefold. Moreover, our data processing times are now three times faster."

Eduard appreciates Pure's Evergreen Storage™ subscription model, which supports the durability of the equipment in line with his team's desire to make its IT infrastructure last beyond the traditional five years. And he relies on the partnership of trust that has developed between the Beauty Success and Pure Storage teams.

Pure FlashArray: A Long-term, Strategic Enabler of Success

In addition to the performance gains already realized with FlashArray, Edouard is looking forward to the arrival of peak season, when FlashArray will help expedite order-picking logistics for Beauty Success's sales teams across France.

"Pure has been very beneficial for our business," he says. "It's flexible, efficient, and packed with cool features. Pure's use of vVols is really an asset and I wouldn't go back for anything in the world!"

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