



### About Customer

Empresas Berríos is the largest furniture store in Puerto Rico with 28 branches across the island and the biggest distribution center in Central America. Its subsidiary, Berríos Rent Express, is a market leader in rent-to-own home furniture.

[berrios.pr](http://berrios.pr)

### Geo

Latin America

### Industry

Retail

### Solution Area

Accelerate Core Applications  
 Modernize Data Protection

### Pure Storage®

#### Products in Use

FlashArray//C™  
 Evergreen//Flex™  
 FlashStack®  
 Pure1®

### About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloudlike capabilities with superior data protection and business continuity.

[www.veeam.com](http://www.veeam.com)



### About Multicómputos

Multicómputos is one of the main providers of Information Technology (IT) solutions to corporate and institutional clients in the Caribbean and Central America.

[multicomputos.com](http://multicomputos.com)



# Berríos Builds a Leading Caribbean Retail Chain

Berríos strives to be Puerto Rico's leader in furniture and household goods with its quality of service, product variety, price, and ease of financing. But located on an island known for natural disasters and facing a rising ransomware threat, it needed the ultimate business continuity and data protection plan.

Pure Storage has delivered that resiliency since 2017, helping Berríos withstand catastrophic events like Hurricane Maria with no service interruptions, despite a year-long power outage on the island. Berríos has now positioned itself for scalability, growth, and service innovation with a Pure Storage Evergreen//Flex subscription.

### A Retailer in a Class of its Own

Berríos has always set itself apart from the competition. For instance, it is the only furniture store in Puerto Rico that offers its own financing program. Today, the company is adopting new technologies like in-store tablets for sales teams, advanced inventory systems, and analytics powered by artificial intelligence (AI) to better serve its customers.

Berríos adopted Pure Storage FlashArray//C to fuel its modernization, gaining an all-flash solution that is value-optimized for its specific workloads. By consuming via the Pure Storage

"From database management to storage upgrades, Pure's platform is as easy to use as it is powerful. Six years into our relationship I can safely say that once you choose Pure Storage, there's no going back."

**HÉCTOR MORALES,**  
 IT MANAGER, BERRÍOS

### Impact on Berríos



Delivers uptime for customers during natural disasters and ransomware events



Modernizes point-of-sale service with instant reporting and inventory data



Gains financial flexibility and IT agility with subscription-based infrastructure

## Challenges



Power outages and ransomware attacks threatened business continuity



Legacy arrays could not scale with business growth and rising data volume



Rising energy costs made its database footprint a major business expense

## Results



Runs sales performance metrics in 7 minutes, compared with over an hour



Creates critical Veeam backups in just 11 minutes, down from 8 hours



Reduces datacenter footprint by 50%, cutting both costs and consumption

Evergreen//Flex subscription model, Berrios maintains ownership of its storage while benefiting from pay-as-you-go, cloudlike consumption economics.

Together, the solutions deliver a perfect blend of performance and affordable capacity, giving Berrios unparalleled scalability to innovate and expand without worrying about service reliability or cost.

“Our entire business runs on Pure—from our financing system to our new point-of-sale tablets to our warehouse scanners,” says IT Manager, Héctor Morales. “As we grow, Evergreen//Flex gives us the flexibility to pay for the capacity we need without incurring high infrastructure costs. That’s real peace of mind.”

## Powering Through the Storm

Berrios first chose FlashArray™ for its superior performance. Just as important to Morales was the simple integration between Pure and Cisco UCS via FlashStack, a tightly integrated and managed portfolio supporting pre-validated solutions such as VMWare, Microsoft SQL, and Oracle.

The value of Pure Storage, which was implemented in partnership with Multicómputos, became clear a few months later when Puerto Rico was devastated by Hurricane Maria. Even with the island’s energy grid out, the arrays kept running—enabling Berrios to continue serving customers as they rebuilt their homes.

“Frequent power failures had us switching over to generators 10 to 15 times per week, but Pure rebooted each time without a hitch. We had no corrupted data and were operating again within minutes,” says Morales.

Berrios relies on Pure Storage SafeMode™ Snapshots and Veeam software to protect its data from ransomware attacks. SafeMode locks down its Veeam backups so they can’t be altered or destroyed. What’s more, Veeam backups that previously took eight hours now take just 11 minutes, allowing Berrios to safeguard its data multiple times per day and deliver business continuity.

## Delivering Growth While Cutting Costs

Berrios continues to grow at pace, as do its data workloads. Backed by enterprise-grade all-flash storage, the retailer can easily handle this steady rise in demand while improving storage response times. That speed translates to faster insights for employees. For instance, Berrios can now run sales performance metrics in just seven minutes, down from over an hour.

Morales and his team manage their entire infrastructure via Pure1, which allows them to check metrics like data compression, disk utilization, and more directly on their phones.

In parallel, Berrios has reduced its datacenter footprint by 50%, saving time and money while running a more efficient IT operation. With energy costs in Puerto Rico skyrocketing, these savings have positioned the business for steady, sustainable growth.

“From database management to storage upgrades, Pure’s platform is as easy to use as it is powerful,” says Morales. “Six years into our relationship I can safely say that once you choose Pure Storage, there’s no going back.”

[purestorage.com](https://purestorage.com)

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