

**Chronopost** is strengthening its innovation strategy by implementing a robust, scalable, and high-performance infrastructure, tailored for new services requiring fast computing times. As part of its R&D development, the company decided, between 2016 and 2018, to install two FlashBlade™ data hubs, leveraging the performance of the solutions.

**BUSINESS TRANSFORMATION**

With FlashBlade, Chronopost has been able to accelerate the development of innovative customer services based on real-time tracking of parcel deliveries.

**REGION / COUNTRY**

EMEA / France

**INDUSTRY**

Transportation

“All our high value-added services, which involve real-time tracking of parcel deliveries, require a powerful infrastructure and fast calculation time. We were able to develop these services with Pure Storage’s reliable and powerful storage solution.”

Robert RADU,  
*Head of infrastructure division*

**CHRONOPOST ACCELERATES DEVELOPMENT OF VALUE-ADDED SERVICES WITH PURE STORAGE’S FLASHBLADE DATA HUB**

Chronopost in France is part of DPDgroup, the number 2 international parcel delivery network in Europe. As the leading national player in the express delivery of parcels weighing up to 30 kg to companies and individuals, Chronopost relies on a team of 3,800 employees and distributed over 170.7 million parcels in 2018. Chronopost serves 230 countries around the world. With an IT division of 126 people, Chronopost has always positioned itself on new technologies as a pioneer, selecting future market standards ahead of times.

**WITH FLASHBLADE, CHRONOPOST CHOOSES THE NEXT GENERATION IN PERFORMANCE**

In 2016, as part of the company’s innovation strategy, Chronopost’s Infrastructure division decided to launch a Hadoop cluster project to support R&D teams in the development and management of their Big Data. Supporting this new workload required an advanced infrastructure capable of meeting performance and scalability needs, in order not to negatively impact processing times while supporting project growth. Due to the specific requirements of the latter, Robert Radu, Head of the Infrastructure division, decided to move towards an extensible NAS storage system.

Following the acquisition of FlashArray™ storage arrays, the company chose the Data Hub FlashBlade: “My point of view on this matter was clear: the concept of NAS and Filer existed elsewhere, but only Pure Storage’s FlashBlade solution could fulfill the promise of the performance we needed,” Radu explained.

As a modern data hub, FlashBlade is built to deliver the performance and scalability essential for advanced, massively parallel applications like data analytics, artificial intelligence, and deep learning.

Having set out the scope of needs early on, and thanks to the support of Pure Storage engineers specialized in unstructured data architecture, the installation of FlashBlade was completed very quickly. In addition, since the graphical user interface used for the operation of FlashBlade data hubs is identical to that of the FlashArray, the teams were able to handle the new solution quickly and intuitively.

In 2017, Chronopost acquired a second FlashBlade data hub with the aim of splitting production data over two rooms — until then production data had been stored on a single rack.

**COMPANY:**

Chronopost  
[www.chronopost.fr](http://www.chronopost.fr)

**USE CASE:**

- Hadoop
- DBMS backups
- Elastic Search
- Application logs
- File storage
- Repository

**CHALLENGES:**

- Chronopost wanted to implement a reliable and efficient storage architecture to support the company's innovation strategy and the use of all the data collected in real time.
- The company needed to ensure horizontal scalability of the platform.
- Chronopost needed to meet the needs of R&D teams in terms of performance and volumetric flexibility to handle specific workloads.

**IT TRANSFORMATION:**

- A high-performance, data-centric infrastructure was created to address several use cases.
- The solution provided the power and speed required to exploit data in real time and develop innovative customer services through R&D.
- The company was able to strengthen its eco-responsible approach with a 70% reduction in electricity consumption and a reduced space requirement of 4U.

**A NEW INFRASTRUCTURE OPENS UP A FIELD OF POSSIBILITIES**

While FlashBlade was initially chosen to support DBMS backups and the Hadoop project, the infrastructure division quickly identified new use cases. Chronopost now leverages the versatility of FlashBlade for Elastic Search and application logs, as well as file storage for rich content like images and PDFs.

In addition to its performance, the FlashBlade solution is also reliable, as Chronopost has not experienced any incidents in 2 years. For Robert Radu, these two elements were essential for the development of new innovative, real-time customer services. "All our high value-added services, which involve real-time tracking of parcel deliveries, require a powerful infrastructure and fast calculation time."

Thanks to the performance of flash storage and FlashBlade's ingestion capacity, Chronopost has also succeeded in accelerating backup times by 20% to 30% for its Oracle, Sybase and PGSQL databases.

The small 4U footprint is in line with Chronopost's responsible approach, with a reduction of power consumption of its data center by 50% and a reduction of its footprint by 40% between 2013 and 2018.

Internally, the solution's excellent results are also a testament to IT's ongoing efforts to provide efficient and innovative solutions.

**A ROBUST RELATIONSHIP BASED ON SOLID SUPPORT**

Robert Radu is satisfied with the support provided by Pure Storage and the involvement from sales and technical teams throughout the course of the project.

Through events organized as part of FlashCrew, Pure Storage's user group, customers can meet and share their different projects, as well as preview Pure Storage's latest features. It is an exchange which Chronopost takes advantage of to keep abreast of the latest developments in IT.



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