



About Customer

Grupo Mafra is one of the largest healthcare supply distributors in Brazil. The company has invested heavily in digital transformation to expand their service offering and technological solutions in order to simplify the lives of customers, suppliers, and employees in the healthcare industry.

portal.mafrahospitalar.com.br

Geo

LATAM

Industry

Healthcare

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage FlashArray//X,
Pure Storage Pure1®

Grupo Mafra Empowers Brazil's Healthcare Sector During a Pandemic

Grupo Mafra works tirelessly to guarantee the production, distribution, and delivery of critical hospital supplies, medicines, and vaccines throughout Brazil. In response to the pandemic, the group forged partnerships with large private hospitals and the public sector to help fight the spread of the coronavirus. This meant ramping up logistics and manufacturing new products, including alcohol gel hand sanitizer.

The expansion put increased stress on Grupo Mafra's IT infrastructure, propelling the need for greater IT performance, usability, and durability. They also required a storage solution that would not require regular, disruptive upgrades or replacements.

"Our teams felt a great impact in the first week and reported several cases of performance improvement and optimized tasks after the implementation of Pure."

EDSON ROCHA,
TECHNOLOGY
SUPERINTENDENT,
MAFRA GROUP

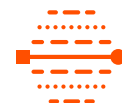
Impact on Grupo Mafra



Easy migration from legacy systems to Pure



Transformed critical tasks and routines



Pure1 brings the whole story together

Challenges



Complex storage environment required daily maintenance



Lack of visibility into data



Slow performance in financial department

Results



Simple, future-proofed storage environment



More responsive factory control



Less time spent managing storage

To Meet Higher Demands and Strict SLAs, IT Rethinks Storage

One of the most critical workloads in the IT organization belongs to the finance department, which can issue more than 4,000 invoices per day. This required an agile IT solution capable of supporting this demand.

With Pure, teams can now meet strict delivery SLAs for more than 6,000 customers, reduce processing time from six hours to 15 minutes, and increase service capacity at a time when speed and efficiency are more important than ever.

“We had grown significantly over the years and we knew that a modern infrastructure was crucial to help optimize our critical processes,” says Edson.

Now, with a totally virtualized environment, the company has reduced the need for physical IT space by 50%.

Flash Storage Transforms the Data Management Experience

Grupo Mafra had significant reductions in operating costs and were able to eliminate non-scalable data management workloads. Processes that previously took 10 days can now be completed in three to five days.

“Our teams were able to optimize numerous tasks in the first week and reported several cases of performance improvement with Pure,” says Rocha.

In addition, Pure1, which is monitored and managed by Grupo Mafra’s IT partner, BS4IT, provides complete visibility into latency, bandwidth, and other essential data metrics. These insights help them manage storage and operations more intelligently.

Grupo Mafra Bets on Technology for the Future of Healthcare

While technology has historically played a key role in the research and development of medicines, Grupo Mafra now has a Modern Data Experience™ to revolutionize the healthcare supply industry. The group will continue to focus on meeting new demands and evolving their business strategies for the future.

“We will continue to invest in the most modern technologies to maintain our guarantees, no matter how challenging things get,” explains Rocha. “Pure has helped us to build an excellent foundation, and we will continue to build our success story on it.”

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