

Grupo MTNG consolidated all its storage with a FlashArray//M10 system from Pure Storage to improve performance of all types of applications including management and analysis, databases, decision-making, and CRM. MTNG is now enjoying improvements in service-level agreements and deployment times that were previously unthinkable without IT maintenance. With simplified storage management, the staff can now focus on innovation.

**BUSINESS TRANSFORMATION**

Fast and reliable data storage for its hybrid infrastructure improved performance for all types of applications. With simplified storage management, the company now can focus on innovation.

GEO

Spain

INDUSTRY

Retail

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Eduardo Amat, CIO

GRUPO MTGN IMPROVES APPLICATION PERFORMANCE WITH PURE STORAGE FLASHARRAY™

Grupo MTGN, better known for its Mustang footwear brand, needed a solution at its headquarters in Elche that would meet its need for fast and reliable data storage for its hybrid infrastructure, and one that would serve all types of applications: management and analysis, databases, decision-making, and CRM.

MTNG Experience has a 50-year history in the footwear and fashion segment of Spain. Founded by Pascual Ros Aguilar, MTGN began its activity in the manufacture of footwear in the 1960s with the Mustang brand and quickly expanded by exporting products to different European countries and the US. Between the 1990s and 2010, the company became a modern organization with different fashion brands such as Sixtyseven and Mariamare. In 2010, after the death of the founder Pascual Ros, a new era was inaugurated with the Pascual Ros Aguilar Foundation and the Art Mustang Art Gallery (MAG). Pascual Ros Vidal took over as the chief executive, US headquarters were opened, and agreements were signed with subsidiaries in Hong Kong, Chile, and Dongguan (China). From then on, brands such as Cheiw or Estefanía Marco were born and agreements were reached with designers like Hannibal Laguna to launch new lines of footwear and accessories.

Today, MTNG has over 300 employees and maintains its headquarters in the city of Elche, although it also has offices in Hong Kong, China and Santiago de Chile. The company manufactures different brands that are distributed in 50 countries around the world. It has its own “Retail Experience” stores with brands such as Sixtyseven and “Brands Republica” stores in which its different brands are marketed together with other major sports and fashion footwear brands such as Adidas, Nike, Skechers and Pepe Jeans. The brand has its own e-commerce platform for different brands for consumers and even a specific B2B platform for professionals and stores at shop.mtngexperience.com.

After evaluating hybrid technology options, for MTNG there was no other option than the all-flash FlashArray//M10 by Pure Storage, especially given the speed and simplicity of management offered by the system. In just one hour, the system was providing service with time savings of up to 80 percent in different processes and, above all, with the peace of mind of a solution that requires almost no maintenance.

COMPANY:

Grupo MTNG
www.mtngexperience.com

USE CASE:

- Database
- Applications including CRM

CHALLENGES:

- Renovate and consolidate obsolete storage infrastructures.
- Free IT staff from maintenance tasks associated with storage.
- Improve the reliability and speed of applications.
- Integrate functions, such as encryption, to comply with privacy regulations such as GDPR.

IT TRANSFORMATION:

- Shortened calculation times by 80% in different Data Warehouse processes.
- Lowered energy consumption by 94%.
- Reduced machine cloning times by 98%.
- Minimized administration and storage management hours by 90%.
- Reduced critical business report delivery times from 3 days to 2 hours.
- Improved the relation between OPEX / CAPEX by 50%
- Extended the useful life of the datacenter by about 10 years.

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Eduardo Amat, *CIO*

FAST AND RELIABLE STORAGE WITHOUT MAINTENANCE

Although most of the MTNG applications are executed in the local CPD, their systems are increasingly being interconnected with many clients to have a direct monitoring of their results at the point of sale, which allows them to make decisions in real-time. In addition, its infrastructure is replicated towards a hybrid environment that is also being enhanced. In this situation, having a fast and reliable storage is the cornerstone of their systems.

Eduardo Amat, CIO of MTNG Experience, and lead for implementation of the system together with the LynxView consultancy, commented on this point. “The customers appreciate the application and data processing speed. The key to success is not only the speed of the Pure Storage system and its near absence of maintenance, but also its simplicity to integrate into other environments. Before the change to Pure Storage, storage management was painful because it was complex and costly in time. We have now taken the opportunity to focus on innovating, whereas before we were only concerned about maintaining. With Pure Storage we are more relaxed. There have been periods of a whole month without the need to manage storage — it just works.”

HYBRID INFRASTRUCTURE WITH A VERY SOLID BASE

Although the MTNG group has opted for a hybrid strategy in their infrastructures, the most important applications are executed and reside in their local data center, so it is essential to have a fast and reliable storage. “In the future, MTNG hopes to increase the hybridization of its infrastructures, which is also key to the simplicity that Pure Storage offers to integrate with other environments,” said Amat.

In addition, to avoid interoperability problems, MTNG always opts for high availability architectures and manufacturers that guarantee the optimal functioning of its entire infrastructure. Before the change to the FlashArray//M10, MTNG considered the possibility of simply updating its hybrid storage booths, which use rotational disks together with flash storage. However, once the costs were calculated, the small economic difference, the superior performance of the all-flash solution and the Pure Evergreen™ Storage program tipped the balance when choosing their offer. “The costs were similar and the TCO calculation was ridiculously superior,” added Amat. “We had references from other very large Pure Storage customers in the area, and the whole process was simple and with many guarantees.”

IMPROVED PERFORMANCE AND FASTER SETUP

The Pure Storage array reduced different calculation processes by 80 percent, and system startup takes only one hour. All of this contrasts radically with the previous experiences — with other manufacturers, the installation of the machine took a week of work, and each volume had to define the RAID, QoS, snapshots and many other variables that made it difficult to manage. Pure Storage not only offers much higher performance rates, but faster installation. Tasks like the cloning of virtual machines are now done in twelve seconds when they previously needed a quarter of an hour.