HOPPS
GROUP

About Customer

Hopps is the first, private postal operator composed of several subsidiaries, including Adrexo, Colis Privé, and Dispeo, specialized in e-logistics, postal parcels, and email media. Its 22,000 employees provide fast, high-quality service to 25,000 customers throughout the year, relying primarily on technology.
www.hopps-group.com

Geo

EMEA

Industry

Logistics

Solution Area

Accelerate Core Applications

Pure Storage® Products in Use

FlashArray™
Evergreen//One™
Pure1®

Hopps Chooses Flexibility With Evergreen//One

Hopps Group's multiple activities all share the same objective: to ensure and facilitate the delivery of goods to private individuals and e-merchants on time and in good condition. The end of the year is a critical time for the group, with an exponential increase in the number of parcels in circulation.

As the head of Hopps' IT department, Fabrice Joffre works daily to meet the needs of the business teams and, by extension, the expectations of end customers. He was won over by Pure Storage's Evergreen//One (formerly Pure as-a-Service) offer for its financial flexibility and unparalleled performance.

> "With Pure, we can have our cake and eat it too, with both technological performance and financial flexibility."
>
> **FABRICE JOFFRE,**
> DIRECTEUR TECHNIQUE, HOPPS GROUP

Impact on Hopps

Delivered 400,000 parcels daily, on time, during peak season

Improved customer and e-merchant satisfaction levels due to greater adaptability and speed

Achieved both technical performance and financial flexibility with Evergreen//One

Challenges

Maintain service continuity during year-end, peak shipping demands

Obtain performance to manage geolocation, inventory, and order data

Find a financially flexible storage solution

Results

Daily time and efficiency gains for IT teams on storage management

Improved IT infrastructure cost control

Business applications obtain a minimum performance of 200,000 IOPS

Cost and Performance, Two Imperative Criteria for Hopps

Data is at the heart of Hopps' business. "We process geolocation data to enable our 18,000 distributors to optimize their delivery routes, and inventory and order management data to speed up the preparation of parcels for our e-commerce partners. Managing the volume of data requires very high performance, such as NVMe," explains Joffre.

To avoid unnecessary overcharging for its Oracle database, Hopps needed a new solution, offering both financial flexibility and performance capable of supporting 200,000 IOPS.

Evergreen//One Offers the Flexibility Hopps Was Looking For

Hopps chose Pure Storage because it met both of these criteria. "Pure was the only supplier to offer us a flexible, innovative, and scalable offering with Evergreen//One; that was the deciding factor. We were won over by its fully OPEX model, consumption-based billing, and short-term contracts. It was a perfect fit with our objective of reducing infrastructure costs during the two years remaining before the renewal of our data center," says Joffre.

Thanks to the ease of implementation and use of FlashArray, Hopps' internal teams increased efficiency in their daily work. "We can now focus on other tasks besides storage, such as infrastructure upgrades and technical implementations. In case of problems, the Pure1 monitoring tool and the excellent support service of Pure alert us and help us immediately. With Pure, we can have our cake and eat it too, with both technological performance and financial flexibility," adds Joffre.

Hopps' 2019 Activity Peak Was a Total Success

Thanks to the performance of FlashArray, Hopps' latest activity peak has been successfully completed, as the infrastructure has been able to ensure continuity and quality of service to support the exponential increase of activity.

"Looking to the future, we plan to take our applications to the cloud. We know that Pure and Cloud Block Store™ will help us do this in a flexible and progressive way," concludes Joffre.

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