



All you need. **With love.**

About Customer

Manutan is the European leader in B2B e-commerce, specializing in the distribution of equipment to businesses and local authorities. Its large range of products and services allows it to cover all its customers' needs and to accompany the optimization of their purchases.

www.manutan.com

Geo

EMEA

Industry

B2B Retail

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray™
Pure Evergreen™ Storage
Pure Storage Pure1®

Manutan is Perfecting its Customer Service with Pure Storage

Manutan, the European leader in B2B e-commerce, specializes in the distribution of equipment and products for enterprises and local authorities. The group places continuous innovation and improving the customer experience at the heart of its mission.

Cédric Mariot, Infrastructure Administrator, and his team, are in charge of maintaining the availability and performance of the IT system for its 26 subsidiaries and ensuring business continuity for the benefit of customers. Pure Storage has established itself as a technology partner perfectly aligned with Manutan's values, which it has been successfully supporting for four years.

“With Pure, we associate ourselves with a real technological partner, they go beyond just providing us a product.”

CEDRIC MARIOT,
INFRASTRUCTURE
ADMINISTRATOR,
MANUTAN

Impact on Manutan



Customers receive orders more quickly with performant storage



Increased customer conversion rate since new storage solution implementation



Manutan's innovations supported by Pure's proactive technology

Challenges



Replace the obsolete and less efficient storage solution



Maintain IT system's availability and performance to guarantee business continuity



Support Manutan's approach to innovation and improved customer service

Results



25% daily time savings due to easy storage administration



Strong partnership relationship helping Manutan to keep surprising its end customers



Storage footprint decreased 87% and reduced power consumption

Storage Obsolescence Hindered Manutan's Creativity

Whether it is its e-commerce sites or its services directly integrated with customers' sites, Manutan's business strongly relies on the performance of its information system. "The quality of our customer journey depends on the ability of our IT infrastructure to accelerate and secure data access," explains Mariot. "Our old storage solution was showing signs of performance fatigue. This was hampering our ability to innovate and be creative."

Pure Storage won Manutan over, "We liked Pure's approach, which corresponds perfectly to our desire to break barriers in order to move forward," adds Mariot.

Pure Supports Manutan's Business on a Daily Basis

A few years ago, as chance would have it, Manutan suffered a business interruption of a few days before the Pure Storage arrays arrived. "Pure enabled us to reboot our system faster, becoming an essential partner from the start," explains Mariot.

Thanks to the performance of Pure arrays and the data reduction, Manutan successfully completed its project to fully reference its suppliers without impacting its IT system or requiring the purchase of additional storage, despite a tenfold increase in data. "Our websites have also benefited from Pure's storage performance and optimization with an improvement in their access time, which has partly contributed to increasing our customer conversion rate. This is how we measure their satisfaction and the success of the project," adds Mariot.

"Behind the scenes, Pure1 is the nerve center of the solution I use daily to analyze our system. And Evergreen frees us from the painful renewal of hardware every three years," adds Mariot.

A Bright Future for the Partnership

Mariot is full of praise for the advantages of Pure: "Thanks to Pure, storage administration tasks are a distant memory. For me, this represents a 25% time saving on a daily basis that I can now devote to other strategic projects related to customer satisfaction. Moreover, thanks to its technological responsiveness and proactive approach to our needs, Pure allows us to develop new innovative solutions to offer Manutan customers."

Manutan does not intend to stop there with Pure and is now looking towards FlashBlade® to support its new business intelligence project and better exploit the potential of customer data to improve customer satisfaction.

purestorage.com

800.379.PURE

