REWE
G R O U P

About Customer

REWE International AG is part of the REWE Group, one of the leading trade and tourism groups in Europe. From its headquarters in Wiener Neudorf, the company manages business in Austria and food trade in eight other European countries.
www.rewe-group.at

Geo

EMEA

Industry

Food Retail

Solution Area

Accelerate Core Applications
Modernize Data Protection

Products in Use

Pure Storage® FlashArray™//X
Pure Storage FlashArray//C
Pure1®

REWE International Powers Logistics to Feed Europe

REWE International is responsible for many popular retail food brands under REWE Group, including Penny, Billa, ADEG, Sutterlüty, and Billa Reisen. Facing strong competition in the retail food sector, REWE International needed to promote digitization and adopt future technologies.

Storage plays a crucial role in the IT environment. REWE International made the decision to replace its previous hybrid solution with a fast and future-proof all-flash environment. With Pure Storage, REWE International has a strong digital foundation, allowing it to speed up logistics processes and get goods onto shelves faster.

Many Brands Under One Roof

Michael Pehboeck, head of the IT infrastructure department at REWE International, and his team oversee the infrastructure and services—including servers, storage, backups, virtualization, and operating systems—for all brands operating

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>
> **MICHAEL PEHBOECK,**
> HEAD OF IT INFRASTRUCTURE, REWE INTERNATIONAL AG

Impact on REWE International

Improves customer experiences with fast and reliable data

High resilience guards against potential data loss caused by cyberattacks

Positions the IT environment for a migration to hybrid cloud

Challenges

Replace end-of-life storage with a future-proof technology

Handle large workloads required for logistics and corporate functions

Improve energy efficiency by reducing carbon footprint

under REWE Group "Trade International". With the previous hybrid storage solution reaching end of life, Pehboeck decided to replace it with a modern all-flash solution.

The new storage solution needed to deliver strong capacity, efficiency, and performance while supporting modern storage options such as block storage. The company also wanted good value with an energy-efficient solution.

"Pure established itself as the solution that gives us the best sustainability," says Pehboeck. "The functionality and excellent support from Pure confirmed that Pure Storage was the right decision."

Run Mission-Critical Workloads at Scale

REWE International deployed two Pure Storage FlashArray//X for high performance when operating business-critical workloads, such as the corporate functions and the Hyper-V cluster. Two Pure Storage FlashArray//C were added to handle large volumes of data that need to be processed quickly, such as file storage and Microsoft SQL Server databases.

The Pure Storage environment achieves 3:1 data reduction with fast speeds, including 1 millisecond response times for FlashArray//X and 2-3 millisecond response times for FlashArray//C. The result is storage that is powerful, safe, and reliable, helping REWE International get fresh goods on shelves quickly.

"With Pure, our employees always have updated merchandise data on hand," says Pehboeck. "We can better leverage data to serve consumers and provide them with modern shopping experiences that combine digital and in-person touchpoints."

The company uses Pure SafeMode™ snapshot technology for fast access to backup data. "We also use Pure1 as a powerful and user-friendly tool that allows us to adjust resources for more strategically important tasks, including capacity and performance planning for new customer services such as Click & Collect where customers can pick up their online orders in person," says Pehboeck.

Future-Proof Storage Performance

REWE International uses the data stored on Pure for new applications, benefiting customers and helping the company become industry leaders.

"We're looking at Kubernetes and cloud-native technologies, which is leading us to look at Portworx," says Pehboeck. "It's clear that with technology from Pure, we are optimally positioned for the future in the hybrid cloud."

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