

**L'Occitane** is an international retailer of body, face, fragrances and home products based in Manosque, France. For its 40th anniversary, L'Occitane celebrates the countless passions it shares with the men and women who cultivate true beauty, inspired by nature.

The last four decades have been a busy time with some 3,000 stores opening worldwide and new plant extracts being discovered, all of which led to the creation of many award-winning innovations. Along with beauty, L'Occitane is also truly committed to supporting communities across the globe. From fighting avoidable blindness worldwide, encouraging economic emancipation for the women of Burkina Faso to setting up funds for lavender in Provence, it continues to be dedicated to improving the lifestyles of those in need. Over the past 40 years, these dreams have become a daily reality and it is thanks to the support and passion from millions across the world.

## L'OCCITANE EN PROVENCE

### BUSINESS TRANSFORMATION

Employees around the world have quicker access to critical in store POS details allowing them to increase sales and enhance customer experience.

### GEO

Taiwan

### INDUSTRY

Retail

“The POS system directly influences the sales in all our stores. Pure Storage FA-405 solution takes account of efficacy and stability, shortens the time for POS system to process data. With flash storage in place, our efficacy increased by 50% and builds a foundation for our operations in the next 10 years.”

Pai Chung-Cheng, *information manager*

### THE LEADING SKINCARE PRODUCT SEES A 50% INCREASE IN POS PERFORMANCE AND EFFICIENCY

L'Occitane originates from Provence, France has become a well-known skincare brand in the world including Taiwan. With headquarters in Taipei city and warehouse in Wugu, L'Occitane with a total of 66 branches, 3 spas and 2 cafes worldwide.

The high demand in their sales allows L'Occitane Taiwan to expand their business developments rapidly and since POS for retail business is time critical, L'Occitane Taiwan will not allow their systems to shut down or send for maintenance. The Information Technology (IT) Department can only use their after retail hours to rearrange checkout and indexes in order to maintain the stability and efficacy of the POS system. However, with the expansion of stores globally and the rapid increase in the amount of data in the POS system, the time needed to rearrange for checkout and indexes rose from 3-4 hours to 7-8 hours in 2015. This affects the company's operation and creates difficulty for sales to process goods in an efficient manner as it causes delay for stores to use the system when IT department needs to batch and backup the system.

The IT Department has been building a new POS system since 2012 to allow sales transactions and member bonuses to be sent back to headquarters immediately. This allows the sales department and planning unit to search for the status of each store, especially during annual sales. This enables related departments to efficiently and comprehensively grasp the sales of each store and plan marketing strategies according to their needs.

L'Occitane Taiwan has evaluated several storage solutions before deciding on Pure Storage FA-405 which has proven to increase the POS checkout time and improve the company's operation. At the same time, L'Occitane Taiwan is able to satisfy their customers with a more comprehensive overall sales service.

### THE BENEFITS OF REDESIGNING TRADITIONAL STORAGE TO ALL-FLASH STORAGE SOLUTION

Differing from most storage solutions that merely install flash storage to pre-existing structures, Pure Storage redesigns a set of data transmitting structure that promotes the efficiency of reading and writing data. The life span of a flash storage is the biggest concern for many corporations. Pure Storage has since developed a set of protection

**COMPANY:**

L'Occitane Taiwan  
[tw.loccitane.com](http://tw.loccitane.com)

**USE CASE:**

- VSI: VmWare VSphere
- Database: Microsoft SQL

**CHALLENGES:**

- Rapid increase in the amount of data affects the efficacy of the Microsoft Dynamic POS Systems
- Inadequate storage performance to support high sales volume and international business growth

**IT TRANSFORMATION:**

- Microsoft's Dynamic POS systems processes data faster with at least 50% increase in performance and efficiency
- Procurement costs reduced due to deduplication technology – data storage capacity significantly reduced

mechanisms that prolongs the lifespan of storage equipment and many useful management functions are also provided, such as deleting duplicate data. It provides corporations with a storage environment that is highly efficient, safe, and easy to use.

Pai Chung-Cheng, Information Manager, L'Occitane Taiwan, points out that ever since L'Occitane Taiwan introduced Pure Storage FA-405 solution, the time spent on rearranging checkout and indexes with the POS system each night has shortened from 8 hours to approximately 3.5 hours, an improvement of up to 50%. In addition, deleting duplicating information has also significantly decreased the size of data, which in turn lowers the need for storage space and the costs for purchases.

In the past, flash storage gave the impression of being costly and unaffordable. However L'Occitane Taiwan defers so. After purchasing Pure Storage FA-405, L'Occitane Taiwan finds that not only the Pure Storage solutions are highly secure, they are also the best choice for promoting the efficacy of an information system, and lowering the cost of overall storage expenditure.



[info@purestorage.com](mailto:info@purestorage.com)  
[www.purestorage.com/customers](http://www.purestorage.com/customers)