

**Mascot** has demanding IT and supply chain requirements as Europe's largest range of workwear (three million products and counting). When its existing storage systems started to fail, causing breakdowns and runtime errors, it looked for a new solution. Today with Pure Storage, Mascot has no issues with the number of transactions it makes, and enjoys reliable and resilient all-flash storage with 24-hour support, providing the business major cost savings overall.

**BUSINESS TRANSFORMATION**

The company turned unreliable systems into bullet-proof business boosters.

**GEO**

Denmark

**INDUSTRY**

Textiles

“With two arrays, we could ensure that should something happen to one array, the other could keep supporting the business.”

Lars Kjeldsen,  
*Director of IT and Logistics*

**MASCOT'S DEMAND FOR 24 HOUR SUPPORT AND RELIABILITY MET BY PURE STORAGE**

Mascot is a family-owned Danish company that designs, produces, procures and sells workwear around the world. Established in 1982, it has a yearly turnover of around 100 million euros. Its main markets are Denmark, Germany, Netherlands, Austria, Switzerland and the UK, with a supply chain reaching as far as Laos and Vietnam, where the company operates two factories.

Mascot has one of Europe's largest stocks of workwear, with three million products divided over 17,000 line items. For a relatively small organisation, this means its processes are centred on smart IT, including a comprehensive suite of SAP platforms, which are often heavily customised by the in-house team. Mascot only turned to consultants three times in the last decade.

“Our business is very demanding when it comes to data storage,” said Lars Kjeldsen, Director of IT and Logistics at Mascot. “We also have about 100 virtual servers running on three physical machines, not only for day-to-day systems but applications. We run SAP applications in-house, customising and developing it ourselves. We have about 10 people in our IT team, including tech support, developers and internal consultants.”

Mascot's use of SAP is more demanding than most, with a higher volume of tables and processes compared to standard deployments. For ERP, including the running of its supply chain, logistics, forecasting and reporting, Mascot uses a heavily customised SAP suite, working in tandem with an IBM Cognos business intelligence platform.

The workwear company previously used solid-state arrays from a young vendor, but when that company was acquired, Mascot stopped getting the service it needed.

“Suddenly systems started to fail. The vendor claimed we couldn't maintain the system correctly — that the server environment was wrong, there was too much moisture, or the air in our datacentres contained too many particles.” said Kjeldsen.

“But we could prove this wasn't the case. The system was going down and we didn't know what to do. We were paying a lot of support money and felt it was the last straw. So our systems integrator Clouidoo A/S, which sold us the previous system, recommended Pure Storage.

**COMPANY:**

Mascot  
[www.mascotworkwear.com](http://www.mascotworkwear.com)

**USE CASE:**

- SAP®, databases and ERP

**CHALLENGES:**

- Unreliable storage held back an extensive ERP implementation across three countries.
- Mascot's use of SAP is more demanding than most, with a higher volume of tables and processes compared to standard deployments.

**IT TRANSFORMATION:**

- 24-hour support and management.
- 100 per cent reliability and increased resilience.

“My weekends have become much more relaxing since we replaced our previous storage system with Pure Storage.”

Lars Kjeldsen,  
 Director of IT and Logistics

“What immediately appealed was the level of capacity and the redundancies. With two arrays, we could ensure that should something happen to one array, the other could keep supporting the business. After a number of conversations, we installed it.”

**IMPROVED PERFORMANCE FOR KEY APPLICATIONS**

Flash provides faster access times and lower-latency I/O transactions per second than a hard disk drive, and is a major reason Mascot uses it for business-critical systems. But the company had flash in place and understood the performance benefit – so in this case, the primary reason for choosing Pure Storage was improved reliability and resilience.

Kjeldsen said, “We like the idea of having our storage on flash drives. Pure Storage is known for offering the best capacity options and the best brains in its development.”

Mascot bought two 22 Terabyte FA-420 FlashArrays from Pure Storage. It kept the speed performance, but in addition got stand-out resilience, management and service which it had lost with its previous storage system. It only took a couple of days to get the FlashArrays up and running, and with the Pure Evergreen™ Storage program, will be regularly modernised at no extra charge.

“We are a family-owned business, and there is no doubt the previous system was simply outdated. We're a very IT-heavy business and wanted something that just 'worked'. We made the decision based on my recommendation.”

Pure Storage has some of the best support reviews in the industry, taking a proactive approach in monitoring customers at every stage. “Our storage should have safeguards for failure and excellent support, which we hadn't been getting,” said Kjeldsen. “Pure had 24 hour support — if there was even the indication of a failure, we would be supported.

“Most of the maintenance time we'd had to set aside in the past for the previous system was allocated to further development, which we liked very much. And it's also reassuring to see that Pure invests money in making its product better.”

With its complex SAP solution, Mascot hasn't had any breakdowns or runtime errors. Kjeldsen said, “There is no doubt the system needed updating, because the previous system simply couldn't handle the number of transactions we were making.”

Pure Storage FlashArrays are modular, allowing Mascot to grow its storage depending on the capacity and performance needed. Having already upgraded one of the arrays with an extra shelf, it proved to be a simple, immediate job.

“The great thing, from our perspective, was that the Pure Storage stuff just works. There was little in the way of an integration challenge, and our IT manager needed very few hours to get it up and running – it just runs. It's not that complex, and I like that a lot.”



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