

**COMPANY:**

Kiabi  
[www.kiabi.com](http://www.kiabi.com)

**SOLUTION:**

- Informatica database for customer information
- Two data centers—each with a Pure Storage FlashArray 420

**SYSTEM IMPROVEMENTS:**

- Average of 5x improvement in performance for batch updates
- Job processes from 24 hours down to four hours
- Simplified management, no storage tuning necessary

**USE CASE**

Database: Oracle

**GEO**

EMEA

**INDUSTRY**

Retail

**KIABI RACES AGAINST TIME TO DELIVER THE BEST USER EXPERIENCE WITH PURE STORAGE**

French clothing giant uses All FlashArray from Pure Storage to boost database.

**THE CHALLENGE: RESCUE A KEY APPLICATION AFTER A HARDWARE LET-DOWN**

Kiabi's customer database, running on Informatica, was due to go live in the last quarter of 2013. But it hit a significant snag: its daily database batch process was taking more than 24 hours to complete due to slow disk storage. With the deployment deadline fast approaching, and a disappointing storage solution in place, Kiabi's IT team needed to move fast to correct the problem—and get it right the first time.

Kiabi, one of France's leading clothes retailers, with 7,500 employees and 450 branches around the country, has a quarter of its stores spread across Spain, Italy, Russia, Portugal, Netherlands, Belgium and North Africa. Kiabi's web store, Kiabi.com, is available in 32 countries. The company has a significant focus on involving its employees in the business: more than 70% of staffers are also shareholders.

The IT team at Kiabi has a straightforward aim: to make the technology applied work like a utility. Key to this philosophy is simplicity, performance and accountability.

**THE ANSWER: DITCH THE DISKS FOR BETTER THAN 4X THE SPEED**

Kiabi worked with an integrator to proof of concept the Pure Storage FlashArray. "Our stock management system was seriously under-performing with a new hard disk array in place, slower than it had with the original, outdated array. We used this as the POC, and it went from 30% below target to running at three times the speed," said Francois Vanneufville, Technical Architect at Kiabi. "That told us all we needed to know, right at the beginning of what was an intensive POC."

Kiabi saw data process jobs run five times faster than their existing legacy spinning disk storage—going from 24 hours down to four hours.

“To get this boost, we simply plugged in the All FlashArray—there were no changes on the server side, no configuration changes to the array, and no tuning whatsoever,” said Jean- François Rompais, IT and Architecture Leader at Kiabi.

**“During the POC, we tested every use case of failure we could – hardware, software, the lot. The Pure Storage system would not go down.”**

*Francois Vanneufville, Technical Architect*

“Typically we get an average performance increase of five times—one particular batch is six times faster. The GUI is so very simple. How much storage you need, and how much you have left, are the only options you need.”

As one of the first French customers evaluating Pure Storage, Kiabi needed to be sure the system was reliable.

“During the POC, we tested every use case of failure we could—hardware, software, the lot. The Pure Storage system would not go down.” said Francois. The organisation deployed two arrays—one for each of Kiabi’s data centers, and was in full production within a month.

#### **THE SOLUTION: PROCESSES CUT FROM 24 HOURS TO FOUR HOURS**

“We plan to move every significant database—a total of four—to Pure Storage, based on the experience we’ve had with the first use,” said Jean-François. With the two arrays in production, the team at Kiabi are seeing data reduction rates around 4:1. A once limiting factor of not being able to use applications that demand high amounts of IOPs has now been removed.

“We had considered buying software for our budgeting systems—but were put off by the need for 100,000 IOPs for that database alone,” said Jean-François. “This isn’t an issue any longer, with Pure Storage in our data centers—we can now consider this upgrade knowing our storage capabilities match its requirements.”

Kiabi’s architects were able to deliver a huge performance benefit to their business on time. The future is looking much faster and simpler for Kiabi with Pure Storage on board.



650 Castro Street, Suite #260, Mountain View, CA 94041  
T: 800-379-7873 [www.purestorage.com](http://www.purestorage.com)