

Brother Commercial (Thailand) relies on its data infrastructure to drive sales and deliver top-notch customer service and satisfaction, while ensuring seamless synchronization with systems based in its headquarters in Japan. Pure Storage's data platform has significantly helped Brother store and analyze varied data sets to run business-critical applications, optimizing operational efficiency and meeting technological needs now and into the future.

**BUSINESS TRANSFORMATION**

Pure Storage keeps Brother Commercial (Thailand) ahead of its competition with a reliable, future-proof data platform that drives sales and customer satisfaction. Shifting to all-flash storage has enabled Brother to meet growing data requirements, achieve more with a lower investment, and embark on critical big data projects.

GEO

Thailand

INDUSTRY

Electronics

PURE STORAGE HELPS DRIVE SALES AND CUSTOMER SATISFACTION

Brother Commercial (Thailand) is one of the sales subsidiaries of Brother International. Incorporated in Thailand in 1997, the company manages an extensive network of provincial offices, distributors and resellers throughout the country. A leading brand that produces innovative products for the print and imaging, labelling and sewing markets, Brother serves some of the biggest distributors and channels in Thailand and Laos.

As a trusted brand that places customers at the heart of its business, Brother prioritizes meeting the diverse needs of customers through its comprehensive range of quality solutions. To drive sales and customer satisfaction, Brother runs a range of applications, which require the storage and analysis of varied data sets.

Brother leverages customer relationship management (CRM) data to mine new business opportunities and gather customer insights. Brother Commercial (Thailand) also requires constantly updated information on inventory and supply-chain developments from its headquarters in Japan to optimize operational efficiency. Having Pure Storage's advanced data platform allows Brother Commercial (Thailand) to sync seamlessly with the Japan-based enterprise resource planning (ERP) applications, ensuring that the Thailand team can manage its inventory quickly and accurately.

"With Pure Storage, we can monitor utilization of our applications and conduct analysis on various data points, such as those created through recurrent transactions. Leveraging Pure Storage's high performing data platform, we are now able to pursue critical future projects," said Peradon Tanvanaratskul, IT Manager at Brother Commercial (Thailand).

Apart from standard applications, Brother is pioneering the analysis of big data from channels, partners and dealers, to make recommendations about customer behavior and levels of demand in the market. To achieve this, Brother first has to consolidate data into one platform to increase data accuracy. Moving forward, Brother plans to have a big data module as well as roll out analytic applications.

Tanvanaratskul added, "This is a huge project we're embarking on. Pure Storage's infrastructure is important, as it supports our critical data needs such as consolidation. We're now able to explore new ways to make data work for us and pursue future projects."

HIGH-PERFORMANCE STORAGE INCREASES PRODUCTIVITY, LOWERS COST

From the beginning, Brother has been impressed by Pure Storage's solutions, which have allowed the group to optimize performance. Tanvanaratskul said, "We worked closely with our systems integrator to look into flash solutions, and decided to go with Pure Storage. We conducted a proof of concept (POC), which achieved 2.9:1 data reduction with less than

COMPANY:

Brother Commercial (Thailand) Ltd.
www.brother.co.th/en

USE CASE:

- Virtual Server Infrastructure – VMware ESXi®
- Database – Microsoft SQL Server®

CHALLENGES:

- Legacy data storage had high costs and heavy maintenance requirements, taxing the lean IT team.
- Emerging technological challenges required a robust, future-proof storage solution.

IT TRANSFORMATION:

- Faster processing speed improves user experience with mission-critical applications.
- Rack space reduced from 9U to 3U.
- 2.9:1 data reduction with less than 1ms latency.
- Increased data security and lower maintenance cost.

1ms latency. The POC results certainly were impressive, but the ratio is better now as we've been able to adapt the system further."

Brother currently runs two FlashArray//M20 arrays with a total capacity of 40TB to host its Microsoft SQL database and for asynchronous replication of back-ups.

Pure1® also provides cloud-based management and big data predictive analytics and machine learning built around array telemetry to identify and resolve any issues before they affect the customer. Tanvanaratskul said, "Using Pure Storage has given us more confidence, because Pure Storage's capabilities are more advantageous compared to the spinning disks we used in the past."

Pure Storage's arrays have delivered 99.9999% uptime for Brother, allowing it to provide a continuous supply of products for its network of dealers, and ensuring that no market opportunities are lost. Tanvanaratskul said, "Pure1 alerts us to issues in advance and anticipates our future needs, which minimizes downtime for our business and customers."

Beyond availability and accessibility, Brother has seen faster performance, reduced latency, and two-thirds reduction in rack space (from 9U to 3U) since deploying Pure Storage. Data security has also increased, as data now lives on flash memory, instead of disk, preventing potential loss of data. While the company is running the same applications as it did before on its legacy storage system, Brother no longer needs additional equipment, and has slashed maintenance costs.

Pure Storage's efficient solutions have also helped Brother manage its data storage better, especially with a lean IT team. "There are only three of us, and we do a lot of support, planning, and forecasting. So, we rely on Pure Storage's services to anticipate and support our future needs," said Tanvanaratskul. "We are pleased that deployment was very easy and seamless. It only took a few steps and didn't require many engineers or extra equipment."

PREPARING FOR EMERGING NEEDS WITH A FUTURE-PROOF STORAGE SOLUTION

Anticipating future technology needs and data requirements, Brother decided to switch from its previous storage solution to Pure Storage and adopt all-flash storage. "We recognize that the landscape is changing and foresee new technology challenges. We have a long-term vision to be well-prepared for what comes next, and believe flash storage is the way forward," said Tanvanaratskul.

Preparing for upcoming customer needs, the group is rolling out a dealer portal, which runs on Pure Storage. Dealers can access the portal swiftly, to learn about promotions and campaigns. At the same time, the company is able to run data analysis on the portal. Brother currently has three virtual machines (VMs) for the portal and plans to scale up the virtualization.

Having completed a pilot of the portal, Brother is now gathering feedback on system reliability and speed. "Our customers are very happy with the system, and we're excited to roll it out further. We have 10 users on the portal now and aim to scale to 200 through our deployment of Pure Storage," said Tanvanaratskul.

Looking ahead, Brother foresees leveraging artificial intelligence (AI) to cater to the specific IT needs of its customers and believes Pure Storage's solutions will pave the way for adoption of AI in its local office. Tanvanaratskul said, "Currently, AI is the key focus for our team in Japan, and we expect AI to soon play a bigger role in Thailand and the broader region. We're constantly looking to innovate and improve the services we provide our customers, and Pure Storage's advanced infrastructure allows us to even consider cutting-edge applications such as AI."

“We foresee new technology challenges and have a long-term vision to be well-prepared for what comes next. Leveraging Pure Storage’s high performing data platform, we are now able to explore new ways to make data work for us and pursue critical future projects.”

Peradon Tanvanaratskul, *IT Manager,*
Brother Commercial (Thailand)

Brother is confident that as business requirements grow, it can easily move forward and scale with Pure Storage. Tanvanaratskul said, “The future is pointing towards flash. Many industries are going for flash storage, and we want to ensure we’re ahead of the curve by maximizing the benefits of flash to drive our business.”



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