

**COMPANY:**

Picard
www.picard.fr

CHALLENGE:

- Poor user experience for managing supply chain
- Lack of ERP performance acceleration in Oracle environment

SOLUTION:

- Pure Storage FlashArray 420
- 4:1 data reduction
- Quicker insight to supply chain and critical areas of the business
- Footprint reduction by 5x

USE CASE

Database: SAP, Oracle

GEO

EMEA

INDUSTRY

Retail

PICARD CATERS TO DATA-HUNGRY USERS WITH PURE STORAGE FLASHARRAY**LEADING FROZEN FOOD RETAILER ACCELERATES BUSINESS INTELLIGENCE ACROSS 920 STORES, 4,500 STAFF**

Picard is France's leading frozen food retailer. It has 4,500 employees, 920 shops in France, and also sells via the internet. The company has stores in Italy, Belgium and Sweden. This network creates a huge amount of data each day—which is captured, sent back to Picard's data warehouse and processed using a SAP ERP and SAP BI installation. Each Point of Sale terminal delivers data, which is then processed and used for pre-sales planning as well as post-sales analysis.

While this made SAP an incredibly powerful forecasting and analytics tool for Picard's employees, it was running up against a performance barrier: the speed of the storage array at the heart of the company's Oracle cluster environment.

PERFORMANCE OF ALL FLASH

"There really was only one answer, as far as I was concerned," says Ismael Simoes, Picard's CTO. "Flash storage. I'd had that experience many of us are familiar with, of using a MacBook Air with an SSD, and thinking it was merely alright—until I went back to a notebook with a hard disk. The performance difference is amazing. We had to have this sort of speed boost for our business applications—starting with SAP."

But this raised a further problem. Because Picard's warehouse was built on a clustered Oracle environment, it needed a SAN. Single-server solutions wouldn't work—it had to be a straight replacement for the existing HDD-based 3PAR array.

“The FlashArray’s data reduction, coupled with the speed benefit, made Pure Storage the only viable solution.”

Ismael Simoes, *CTO*

“We did consider upgrading the existing array with flash, but putting 1 or 2 TB into an existing HDD array is a huge investment. Fusion-io was also out of the question, because it was specific to the server supporting it,” said Simoes. For Picard, user experience was paramount; quicker insight didn’t just improve the responsiveness of Picard’s supply chain and help product managers work out what was proving popular, it also allowed the system to be used to gain more insight into critical areas of the business.

SUPERIOR USER EXPERIENCES, IMPROVED BUSINESS RESPONSE

Picard achieves 4:1 data reduction with the Pure FlashArrays it uses—but there’s another significant benefit for Simoes: his team had no calls after installation. Typically, users would call when they hit performance problems. These disappeared with the two FlashArrays installed.

Installation itself was also seamless—the arrays fit easily into Picard’s existing infrastructure, and didn’t need extensive sessions of tuning to provide performance the Picard team

typified as ‘excellent’. The arrays use only 30% of the space of those they replace, and getting up to speed was a minor task—as opposed to a major project. “Each Pure array install took half a day,” says Simoes. “We also found that, when you know a little bit about how a SAN works, you can be a basic Pure Storage Administrator in less than an hour.”

For Simoes and the Picard team, flash on its own did not provide the benefits they were looking for. Flash coupled with compression and deduplication was what made the difference, and suddenly highlighted the cost of hybrid arrays.

As for Picard, the benefits of switching to Pure Storage haven’t ended yet. In addition to continuing to improve the capabilities of their business intelligence, Simoes says. “...We’re going to put more of our enterprise applications—starting with payroll and file servers—on the Pure FlashArray—because we can still enjoy the same performance benefits, regardless of load.”



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