

Cdiscount serves millions of customers with thousands of products at discounted prices, with guaranteed reliable delivery that's fast and secure. Its double-digit growth is supported by temporary, stop gap hiring situations for development engineers who require high quality IT equipment in order to be efficient and cost-effective in projects. With Pure Storage, Cdiscount has been able to supply these teams with the fast-performing, virtual workstations- accelerating the completion of project-based missions within budget, and a subsequent increase in production rates.

Cdiscount

BUSINESS TRANSFORMATION

Users enjoy the high performing desktops freed from any IT constraints

GEO

EMEA

INDUSTRY

Retail

“What made us choose Pure Storage above all are the technological elements: it is absolutely the most appropriate technology to meet our choice for VDI, coupled with the fact that it is easy to use that guarantees us a low maintenance cost.”

Romain Broussard, *head of infrastructure and production at Cdiscount*

CDISCOUNT SOFTWARE DEVELOPERS ENJOY FULL PERFORMANCE VIRTUAL DESKTOPS THROUGH A COST EFFICIENT PURE STORAGE-BASED SOLUTION

With 1,200 employees, a \$1.6 billion revenue (in 2013), 200,000 square meters of warehousing and 19 orders every 10 seconds, Cdiscount is the number one ecommerce website in France. The company is enjoying double-digit growth since its inception in 1998 despite a highly competitive market context.

What this means for the IT organization is constant evolution to support the growth of the business, but with limited resources. To cope with its development, the retailer has to regularly bring in a significant number of engineers to develop urgent, specific projects. As this influx cannot always be foreseen, Cdiscount decided to set up a VDI deployment as economically as possible.

Cdiscount chose Hyper-V, Microsoft's virtualization solution, to install up to 120 virtual desktops, destined for a temporary workforce largely made up of developers, who are used to high performance workstations. When they arrive at Cdiscount to run their urgent missions, they need their work tools to be available immediately. To meet this challenge, the e-retailer needed to look for a high performance storage array that is reliable and very easy to use.

PERFORMANCE, DATA DEDUPLICATION RATES AND SIMPLICITY OF FLASH ARRAYS

A flash storage solution was accepted as the best technology choice from the beginning. Romain Broussard, head of infrastructure and production at Cdiscount says: “Flash is essential; it is a necessity. We cannot expect our staff to use professional equipment that is less efficient than the ones they have at home. This goes for each of our workstations and is also true for our storage arrays. We now know for certain that flash has a proven price / performance ratio well above legacy disks.”

In this context, the Pure Storage FlashArray stood out almost immediately. The criteria of having a less than 1 ms latency and a guaranteed data deduplication rate of at least 10:1 already played an important role in Cdiscount's choice. But beyond that, it was the ease-of-installation, with its business card sized instruction manual, that triggered the final decision. Romain Broussard confirms this: “What made us choose Pure Storage above all are the technological elements: it is absolutely the most appropriate technology to meet our choice for VDI, coupled with the fact that it is easy to use that guarantees us a low maintenance cost.”

COMPANY:

Cdiscount
www.cdiscount.com

USE CASE:

- Virtualization

CHALLENGES:

- Supporting an influx of new staff simply and easily
- Supporting developers using high performance workstations

IT TRANSFORMATION:

- Latency time less than 1 ms
- Simplified management, no setting necessary for storage
- Data reduction with Pure Storage: 10:1

THE SOLUTION: 100 PERCENT RELIABILITY AND SATISFACTION!

Since its implementation in October 2014, the Pure Storage FlashArray solution has delivered on all the objectives of Cdiscount's IT department. "We took a risk; we decided to trust Pure Storage when they announced the data reduction rate that we could get, and it turned out to be exactly in line than the one announced!" adds Broussard. "It is entirely satisfactory to benefit from 10:1 reduction ratio. Our economic criteria have also been met as virtual desktops cost a lot less than physical desktops, which is quite remarkable. Reliability, another key point to consider when deploying an all flash array, has also delivered on its promises since it is still 100 % despite several updates, which are offered free by Pure Storage." This high level of satisfaction is not only felt in Cdiscount's data centre, but has also spread among the users. They are enjoying the high performing desktops that are instantly available and can therefore devote their time entirely to their missions, freed from any IT constraints. In turn, the increase in production rates have made Romain's boss very happy.

Reliability, performance, simplicity and ROI are the criteria that will be used from now on to judge the success of new solutions deployed by Cdiscount's IT department – along the lines of the Pure Storage all-flash array.

