

Case Study

DIS

»We can now produce detailed reports that help inform our decision making and control our inventory more effectively. Smart decisions need smart information and that is what this new server environment provides«

Goran Rakić, IT Director, DIS



The customer

DIS is Serbia's largest domestic retail chain with stores across the country and over 420 franchise partners. Founded in 1991, today the company consists of a distribution and logistics center covering an area of 15,000 square meters and 16 shops in its retail chain. In the past two years, it has twice been awarded Serbia's Best Retailer by the Serbian Chamber of Commerce.

The challenge

DIS had to replace a legacy system which had reached end of life and maintenance support. The company wanted to take this opportunity to extend its server capability in order to cope with the massive growth it was experiencing.

"We've grown four-fold in the past five years to become Serbia's largest domestic retailer, however our old system could no longer cope with the volume of data and couldn't perform the analytics that would help us respond to market demand more quickly," explains Goran Rakić, IT Director, DIS. "We wanted to incorporate more Business Intelligence in our approach and we needed a new server platform to do so."

As a long term, satisfied customer of Fujitsu, the company asked it for advice. Fujitsu recommended upgrading from the current 160 processor blade configuration to a FUJITSU Server PRIMERGY BX900 S2 with 200 processors boasting the latest Intel chipset technology.

"We were perfectly happy with the previous machine in terms of performance and reliability so going back to Fujitsu was the obvious choice," adds Rakić. "The new solution seemed perfect for our needs – namely, hosting our own private cloud with all our business critical applications."

The solution

The FUJITSU Server PRIMERGY BX900 S2 is an accelerated server infrastructure in a single cube. It can be dynamically adapted to various IT requirements and provides significant economic advantages for applications to protect DIS's investments. It is equipped with server blades that use the latest generation Intel® Xeon® processor E5-2600v2 family, large memory capacities and extended I/O performance. This makes it the optimal system for virtualization and for DIS's resource and performance hungry applications.

The customer

Country: Serbia
 Industry: Retail
 Founded: 1991
 Employees: 500+
 Website: www.dis.rs



The challenge

DIS needed to replace its aging server platform with a new system that would perform more effectively and enable the deployment of Business Intelligence software.

The solution

DIS migrated its private cloud, consisting of 52 virtual machines, to a FUJITSU Server PRIMERGY BX900 S2 with ten blades.

The benefit

- The new server performs twice as fast as its predecessor, making users more productive and reducing frustration
- By enabling real-time analysis of sales, the business can be more responsive to changing trends, manage its inventory more effectively and make smarter decisions
- The old server is providing a disaster recovery environment, making the business more resilient
- Administration has become simpler and less time consuming, allowing the IT team to focus on adding more strategic value to the business

The company also took this opportunity to not only migrate the hardware but the software platform as well. The company transitioned from VMware to Microsoft Hyper-V to host the private cloud and from Windows 2008 to Windows 2012 as the underlying operating system.

"We didn't just migrate, we reinstalled from scratch, which gave us the opportunity to correct past errors and problems," continues Rakić. "In total, it took 31 days to migrate 52 virtual machines, which was twice as fast as we expected."

Key applications include ERP software, Mail, Web-hosting and Microsoft SharePoint for Business Intelligence.

The benefit

The most noticeable benefit is the speed of the new system: Rakić estimates it runs at twice the speed of its predecessor. This, in turn, makes the 300 users at headquarters and 200 remote users more productive. It also enables real-time analysis of sales, which makes the company more responsive to changing market trends.

"We can now produce detailed reports that help inform our decision making and control our inventory more effectively. Smart decisions need smart information and that is what this new server environment provides," says Rakić. "As we continue our exponential growth, this will prove vital in reacting with agility to the market and meeting the needs of consumers."

The new server solution is also providing a test environment for application development, which removes the possibility of problems in deploying new programs. And the old server has also been put to good use as a disaster recovery platform. In addition, the server and storage have built-in capacity so can be expanded as and when DIS requires it.

Products and services

- FUJITSU Server PRIMERGY BX900 S2

"We are using nine of the 18 blade slots so the potential for growth is extraordinary and by repurposing the old machine as a disaster recovery platform, we are saving money while adding resilience to the business," comments Rakić. "Having a full production environment within the private cloud is an additional benefit as, beforehand, we had to run it on outside servers."

One further advantage of the new system is the ease of administration. Because it integrates with Microsoft System Control Center, it is much easier to manage, monitor and maintain. This reduces the burden on the IT staff, enabling them to focus on adding more strategic value to the business.

"It makes my life easier and means my team has to spend far less time fire-fighting," says Rakić. "This makes for a happier, more productive workplace and means we can concentrate on more important tasks."

Conclusion

With the new server platform in place, DIS is enjoying improved performance, increased resilience, better productivity and the ability to analyze, understand and forecast its business. In terms of future plans, it expects to replace the server every three years and is confident that Fujitsu will be its first choice.

"Fujitsu server technology is reliable, cost-effective and high-performing – that's just what our business needs. We fully expect it to support our dramatic growth now and into the future."

Goran Rakić, IT Director, DIS

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