SUNING 苏宁云商

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Zhang Yi Lun
IT Manager
Suning Commerce Group

Suning needed to cope with the growing volume of internet trading. It partnered with Fujitsu to build a new data center using PRIMERGY servers and ETERNUS storage.

At a glance
Country: China
Industry: Retail
Founded: 1990
Employees: 180,000
Website: www.suning.cn

Challenge
Following a massive growth in its online retail, Suning's old data center could no longer cope with the volume. The company needed to build a new data center that could handle the growing demand while also simplifying the management of a complex software environment.

Solution
Suning selected Fujitsu as its key hardware partner and together they installed over 1,000 Fujitsu PRIMERGY servers supported by Fujitsu ETERNUS storage to support the delivery of multiple critical applications, including a MAX&Co. database, WildFly middleware, and a Sybase database.

Benefit
■ Suning now enjoys improved performance, simplified management and lower energy costs

■ The system can easily scale to meet future demands and has in-built disaster recovery and backup support

■ By reducing maintenance requirements, the Fujitsu solution has reduced the need for human intervention and speeded inspection times tenfold

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Customer

In 1990, Suning Commerce Group was established in Nanjing, China and is now the country's largest privately owned commercial enterprise and in the top three privately-run enterprises. Suning ranks as the largest commercial retail enterprise in China with a brand value of almost 96 billion yuan. It is also a top tier enterprise for global home appliance chains with 180,000 employees and an annual sales revenue of 230 billion yuan.

Products and services

- FUJITSU Server PRIMERGY RX300 S8
- FUJITSU Server PRIMERGY RX2520 M1
- FUJITSU Server PRIMERGY CX400 M1
- FUJITSU Server PRIMERGY CX2550 M2
- FUJITSU Storage ETERNUS DX600 S3

Challenge

In common with all large corporations, Suning depends on a secure, highly-available and reliable IT infrastructure to facilitate its daily operations. For many years, it had relied upon a data center to support its original stores, however, as the company underwent enormous expansion, particularly in online retail, the data center could no longer cope with the volume of data.

"We transformed into an online internet business and, in the past few years, growth has been extremely rapid so the original data center became unable to meet the increasing demands," explains Zhang Yi Lun, IT Manager, Suning Commerce Group. "We therefore needed to plan and build a new data center to further improve the power of the equipment and better protect business growth." Suning also faced a major challenge in successfully integrating its disparate software systems, which it had aggregated over the years.

"For us, the biggest problem was that the technical architecture used by different systems is not the same. For example, we have microcomputers with quite traditional IOE architecture, high-end storage arrays and RCO databases," adds Yi Lun. "Then there is also a new internet MAX&Co. database, WildFly middleware, and a Sybase database which is of an earlier energy class. We see this amount of different technical architecture and backup as a major challenge. There are too many software types and there's no way of standardizing the applications." Suning needed to find the right partner to help it build the new data center, including servers and storage as well as to assist in streamlining the software and applications and ensuring integration. Following a rigorous evaluation process, the company decided that Fujitsu had the flexibility, technology and local presence to make the project a success.

Solution

Suning worked with Fujitsu to deploy over 2,000 Fujitsu PRIMERGY RX2520 M1, RX300 S8 and CX400 servers, in combination with Fujitsu ETERNUS DX600 S3 storage devices. This technology now underpins its e-commerce operation, known as Suning E-Go.

"As well as providing a traditional infrastructure service, Fujitsu also delivers early stage planning, consultancy and design, as well as database optimization, and a disaster recovery plan," continues Yi Lun. "We were given a lot of help and advice from the solution level."

The Fujitsu server and storage platform provides a scalable, energy-efficient and extremely efficient infrastructure to support its critical online retail operations.

The Fujitsu PRIMERGY RX2520 M1 features the latest Intel® Xeon® Processor and up to 192 GB RAM. Its compact modular chassis provides up to twelve 3.5-inch or sixteen 2.5-inch storage drives. Lower costs are ensured thanks to modular upgrade options, 96 percent efficient power supply and the enhanced iRMC S4 management.

The FUJITSU Storage ETERNUS DX600 S3 delivers leading storage performance and automated quality of service management enabling maximum system utilization. It is the perfect solution when consolidating data in large-scale databases, business critical applications and business analytics as well for demanding server or desktop virtualization environments.

Benefit

Since building the new data center, Suning has identified numerous benefits to its business, including improved performance, simplified management and lower energy costs. The system can also easily scale to meet future demands and has in-built disaster recovery and backup support.

"We previously used more local backup methods to carry out local data protection but this kind of method has quite a lot of shortcomings and the repair process could take quite a long time," comments Yi Lun. "With this Fujitsu solution, we can more quickly restore after a business interruption, and restore to business data at a different time point more flexibly. The whole operating process is extremely simple, without the need for complex training, and you can ensure the business system's continuity requirements."

Furthermore, by streamlining maintenance requirements, the company has been able to reduce the burden on its employees: "Previously we carried out the routine inspection of equipment by increasing the number of employees. Using Fujitsu's relevant supporting system software, we can now quickly put into practice large-scale, comprehensive and more efficient inspection and maintenance. Before, we could complete the inspection of one unit in five minutes. Now we can inspect dozens of units in five minutes, it's about ten times quicker."

"Our business is developing extremely quickly, in terms of solution delivery, installation, configuration and subsequent unified management," concludes Yi Lun. "Fujitsu is a partner that has extremely rich experience and a deep level of understanding and so it can deliver the necessary project implementation more quickly and with fewer digressions."

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