

Case Study

Suning Commerce

»The FUJITSU PRIMERGY server has become essential to our E-go platform and helps it to continuously break the revenue record thanks to its outstanding stability.«

Yilun, Zhang, Manager, IT Department, Suning Commerce



The customer

Country: China
Industry: Retail/Internet
Founded: 1994
Employees: 180,000
Website: www.suning.cn/snsite_en



The challenge

- The e-commerce website requires constant operation as any issues can affect customers' experience and sales performance
- System availability was the first priority as the IT system plays such a critical role
- While there was room to improve energy efficiency and reduce operational expenditure by reducing power consumption, stability for the back-end system needed to be ensured

The solution

- Suning implemented 500 servers to extend platform resources and meet demand for online transactions
- Fujitsu implemented PRIMERGY RX300 S8 16 x 2.5 inch HDD as the base unit with an extremely low failure rate, high performance and reliability

The customer

In 1990, Suning Commerce 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 Commerce ranks as the largest commercial retail enterprise in China with a brand value of 95.686 billion yuan. Suning is also a top tier enterprise for global home appliance chains with 180,000 employees and an annual sales revenue of 230 billion yuan.

'Suning E-go' is the organization's e-commerce platform, responsible for all online and offline business, and was upgraded in 2010. This upgrade was necessary to accommodate product range expansion, from predominantly home appliances, to include general merchandise, books, and other products (totaling 15,000,000) to become one of China's top three B2C companies. In the future Suning aims to increase sales revenue to 300 billion yuan by 2020 and to be the leading B2C brand in China.

China's rapidly growing online shopping industry is expected to lead the nation's economy in the next few years and is attracting interest from a variety of new industries, but in particular from many traditional retail companies. Now that the Suning E-go platform has ranked as the top e-commerce website, the company's focus is firmly on online-business and further development of the e-commerce market. IT solutions are a key factor in its business growth, and technical resources and product/platform capability are essential for the e-commerce business to operate efficiently.

The challenge

The e-commerce websites require constant operation as any issues can immediately affect the customers' shopping experience and therefore sales performance. System availability was the first priority for Suning as the IT system plays such an extremely critical role. Energy efficiency was another challenge, as thousands of IT facilities are constantly running it leaves significant room for improvement. Suning wanted to effectively reduce operational expenditure by reducing power consumption, while at the same time ensuring stability of the back-end system.

The solution

Suning implemented 500 servers to extend its platform resources and meet the demand for more intense online transactions. Fujitsu offered its PRIMERGY RX300 S8 16 x 2.5 inch HDD as the base unit. The German manufactured PRIMERGY server provides the lowest failure rate, high performance and reliability that directly complimented Suning's requirements.

The benefit

- The highly reliable PRIMERGY RX300 S8 runs with an extremely low failure rate, ensuring the E-go platform's constant operation. The first batch of servers 100% uptime for a full year (24/7 uninterrupted system operation for all tasks)
- PRIMERGY RX300 S8 is equipped with 16 units of 2.5 inch HDD on local storage providing an efficient data processing solution while reducing system costs
- Fujitsu Cool-safe technology enhanced energy-efficiency and reduced energy consumption by over 10%

The benefit

The highly reliable PRIMERGY RX300 S8 runs with an extremely low failure rate, ensuring E-go has constant high performance operation. The first batch of servers achieved 100% uptime over a full year of operation. That's 24/7 of uninterrupted operation for all system tasks.

PRIMERGY RX300 S8 is equipped with 16 units of 2.5 inch HDD on local storage providing an efficient data processing solution while reducing the system costs. Fujitsu's Cool-safe technology enhanced energy-efficiency and reduced energy consumption over 10%.

Conclusion

2014 was a brand new milestone for Suning's E-go platform. Despite the competitive price and product category for the PRIMERGY server solutions, Suning was highly satisfied with the user-friendly interface efficient operation capability and with the consistent level of availability. Suning's key promotions for the year; 818 (18th of August); and 1111 (11th of November) both broke records and E-go was able to bring its service closer to customers than ever before.

Products and services

- FUJITSU Server PRIMERGY RX300 S8
- FUJITSU Server 24x7 Gold Service
- FUJITSU Server System Fast Deployment Service

Fujitsu PRIMERGY's high quality and outstanding performance supports Suning's drive for a high level of business growth. The management recognized Fujitsu for its support, product solution and a highly efficient service.

Suning is now working with Fujitsu to upgrade its other various business areas. In addition to solutions such as PRIMERGY server, scanner and printer, Fujitsu is also looking to work with Suning on solution areas including ETERNUS storage, infra systems SAP HANA, big data and more. Fujitsu will continue to support Suning's business growth as a leading company in e-commerce with its expertise, capability and the latest in technology.

"We are satisfied with Fujitsu PRIMERGY server's premium stability with energy efficiency. It has become the essential of our e-go platform and helps it to break the revenue record continuously. We look forward to overall cooperate with Fujitsu and expect to benefit from Fujitsu's long-term and cross industry successful experience."

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