



SUCCESS STORY

Retail

ТАВРИЯ В

TAVRIA V | PROBLEM SOLVED

Tavria V leveraged NetApp® SolidFire® to accelerate its business applications and support intensive company growth in its retail network and online store.

Increased Resource Efficiency Improves Customer Service for Ukraine Retailer

Tavria V is a multiformat retail company in Ukraine that operates more than 80 retail facilities in a country with a population of 44 million. The company's primary goal is to serve its customers affordable merchandise quickly. To provide this customer service while adapting to rapid company growth, Tavria V relies on NetApp SolidFire for fast, reliable data management of business applications.

SERVING CUSTOMERS QUICKLY AND AFFORDABLY

Tavria V (tavriav.org), an innovative and fast-growing company, is a leader in Ukrainian retail business. Founded in 1992, Tavria V is a multiformat retail company that

operates more than 80 facilities: shopping malls, including VIP-class; delicatessens; convenience stores; fast-food restaurants; a VIP-class restaurant; production units equipped with powerful modern equipment; large logistic distribution

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“The desire to run the most advanced and innovative technologies on one hand, and the need to respond to ever-growing business demands for IT infrastructure with a guaranteed level of service on the other hand, led our company to NetApp SolidFire solutions.”

Sergey Konkov
CIO, Tavria V

centers; foreign economic department; construction and development divisions; a private label unit; and an online store. The company, which employs about 7,000 people, is most widely represented in the Odessa region. Key success factors include a commitment to innovation, the ability to develop and implement new ideas, and the ability to create products and services. Modern, highly automated, and continuously improved business processes enable the company to achieve its main goal: to serve customers merchandise at an affordable price as quickly as possible.

Tavria V was the first company in the south of Ukraine to open an online shop and offer home delivery service. Today, the popular online shop tavriav.ua carries about 60,000 SKUs.

The large retail business requires an innovative and flexible IT infrastructure. Fast and reliable data management of business applications is the key to success.

ELIMINATING COSTLY DOWNTIME

The business of Tavria V is supported by dozens of highly loaded systems and applications, from the central retail system and POS, business intelligence, and CRM, up to standard service systems, such as e-mail, enterprise content management, conferencing, and desktop virtualization. Most of the systems and applications are business critical and have high requirements for storage performance, resiliency, and management. Every minute of downtime or critical issue of storage performance can lead to risks that include loss of revenue, loss of customer loyalty, and even damage to the company's reputation.

To improve the performance and flexibility of business applications and to increase the efficiency of storage resources, the company's IT department decided to build a private cloud with virtualization of all business applications.

In 2011, the company began using a NetApp high-end solution based

BUSINESS BENEFITS

- 8x disk space savings due to global in-line deduplication and data compression
- Increased consolidation and reduced storage footprint for business applications—reducing the cost and time spent on data management
- Improved agility for developing and deploying new business ideas and applications
- Simplified scaling capacity and performance
- Guaranteed Quality of Service for each application and workload
- Improved performance of virtualized business applications by using state-of-the-art all-flash technologies

on FAS6240 with NetApp Flash Cache™ module extensions as its primary storage. This solution significantly improved the performance of key business applications and the efficiency of data management. It also significantly reduced backup time.

In 2016, they decided to apply a fundamentally new approach and to move to a system with horizontal scale-out architecture. Considering the high-performance requirements for various applications, an all-flash storage array was selected. The company evaluated all-flash solutions from the leading vendors, and in the end chose NetApp.

TOPS IN QUALITY OF SERVICE, SCALABILITY, AND COST SAVINGS

After a thorough evaluation, Tavria V's IT specialists selected NetApp SolidFire for its new storage platform. CIO Sergey Konkov explained that SolidFire far exceeds

its competitors in terms of scaling capabilities. It also offers significant savings in disk space and cost through its global in-line deduplication and compression.

SolidFire also features powerful functionality, including advanced Quality of Service (QoS), which allows it to guarantee the high quality of service for business-critical applications with different storage capacity and performance requirements. SolidFire is the leading solution for environments in which applications with various load profiles are used, in terms of both storage capacity and performance. This means that NetApp SolidFire is an ideal solution for building a private cloud with the next-generation data center approach.

The SolidFire product line was added to the NetApp flash portfolio just a year ago, and it's a new product for the CIS market. Therefore, Tavria V was originally concerned

about moving its business-critical applications to the new system. Konkov explains, "NetApp and Inforada, a system integrator and the first certified partner in Ukraine, convinced us of the reliability of the chosen solution and approach." The NetApp SolidFire all-flash array was deployed in Tavria V's data center, using Inforada's consultants. All production data and applications were migrated to the new system from the FAS6240, which is now used for backup and disaster recovery.

According to Konkov, the company originally planned to migrate to NetApp SolidFire only some of its most resource-intensive business-critical applications and to migrate the remaining workloads after purchasing additional nodes. However, practical use of global in-line deduplication and compression has reduced the data volume by more than 8x. Therefore it was possible to migrate all data and workloads to the new SolidFire system and still leave more than 40% of storage array capacity available in the system, which significantly reduced the cost of data storage and management.

SUPPORTING SMOOTH OPERATIONS OF BUSINESS-CRITICAL APPLICATIONS

The use of state-of-the-art all-flash technology significantly improved the performance of applications.

“With NetApp SolidFire we were able to migrate all our business applications to the new solution, which has resulted in advantageous storage costs and improved productivity for all applications.”

Sergey Konkov
CIO, Tavria V

Guaranteed QoS, implemented in NetApp SolidFire, allowed Tavia V to improve, control, and manage the quality of data storage services for critical business applications.

Before the migration, according to Konkov, scaling and performance tuning were major challenges. The deployment of NetApp SolidFire provided additional storage resources to applications with increased capacity and/or performance storage requirements, so that it was no longer necessary to go through long and complex processes of sizing to select the optimal upgrade options. Now, through the powerful monitoring and QoS functions of SolidFire, Tavia V can quickly identify the problem with a particular application and allocate additional resources in real time without affecting the performance of other applications.

Thanks to the solution's scale-out architecture and the flexibility to mix different nodes with capacity and performance characteristics in a cluster, it's possible to linear scale the system, depending on the needs of applications and workloads. This simplifies and accelerates the procedures and business processes, and it also allows the system to respond to rapidly changing business demands for IT infrastructure. This takes IT planning and budgeting to the next level of predictability and transparency.

In addition to scaling the current system, in the future the company plans to build its second data center on a NetApp SolidFire solution and to organize replication between sites for disaster recovery.

SOLUTION COMPONENTS

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SolidFire 19210

FAS6240HA

APPLICATIONS

FileNet

VMware vSphere

ERP 1C: Enterprise

Microsoft Exchange

Microsoft SQL Server

Microsoft Analysis Services

Microsoft SharePoint

PARTNER

Inforada

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