Grupo Comercial Control

About Customer

Grupo Comercial Control is a 100% Mexican-owned company with more than 50 years of retail experience. The company includes Del Sol, Woolworth, and Boutiques Locura department stores, and Noreste Grill and Café W restaurants.

www.ccontrol.com.mx

Geo

Latin America

Industry

Retail

Solution Area

Accelerate Core Applications
Enable Multi-cloud
Modernize Data Protection

Products in Use

Pure Storage® FlashArray//X™

A Storage Revolution for Customer Satisfaction

With more than 50 years of retail experience, Grupo Comercial Control has seen big changes in the retail industry in customer expectations. With increasing competition from online retailers that reach shoppers anywhere in the world, it is even more important for the company to attract customers with excellent customer experiences.

Leveraging an intelligent data platform built on Pure Storage, Grupo Comercial Control aims to gain greater visibility and control over its fulfillment network. This insight helps the company take customer experiences to the next level by making sure that they always find the products they want in stock.

> "Pure Storage solutions have allowed us to be closer to our customers, to understand their behavior, and to adapt to the changes that have taken place worldwide."
>
> **MARIO IBARRA,**
> SAP DATABASES AND STORAGE ADMINISTRATOR, GRUPO COMERCIAL CONTROL

Impact on Grupo Comercial Control

Attracts customers by identifying products that people want

Reacts quickly to changing retail industry during COVID

Achieves 80% performance improvement for critical applications

Challenges

Storage lacked modern features to support new technologies

Backups took a lot of time and effort

Storage was difficult to manage, taking up limited IT team resources

Results

Maximizes performance of SAP HANA native storage extension data tiering

Enhances resiliency with snapshots processed in seconds

Supports business growth by reducing daily storage maintenance

Turning data into great customer experiences

The mission of Grupo Comercial Control is to deliver strong customer satisfaction by exceeding expectations. The IT team is charged with storing, maintaining, and efficiently using massive amounts of data to achieve this goal.

"To improve sales and customer experiences, we need to understand the customer and improve visibility into systems such as inventory to get customers the products and services they want," says Mario Ibarra, SAP Databases and Storage Administrator. "For that, we need the best technology."

The existing storage solution was facing technological obsolescence, slow processes, and limited capacity. The IT team began searching for a new storage solution that would be easier to manage and would deliver modern features needed to solve bottlenecks and support data growth.

Superior performance for key processes

Today, Grupo Comercial Control uses Pure Storage FlashArray//X with DirectMemory™ Cache, making the company the first in Mexico to take advantage of Direct Memory Modules (DMM). FlashArray supports greater performance for all business-critical data and workloads, including SAP HANA databases, business intelligence, and inventory and sales systems. All sales integration processes take advantage of SAP HANA Native Storage Extension (NSE), saving memory and making better use of SAP HANA Enterprise.

The IT team manages data backups through snapshots replicated to AWS, supporting the company's hybrid cloud strategy. Snapshots take just seconds—a big change from the six hours needed previously to synchronize discs overnight multiple times a week. Spinning up new environments takes less time, improving recovery times. Meanwhile, compression and deduplication in FlashArray reduce the space needed for multiple test, quality, and development environments.

"With the technology that Pure Storage provides us, we're no longer worrying about synchronizing backups because snapshots work instantaneously," says Ibarra. "Pure Storage's intuitive tools are accompanied by excellent service and support. This gives us the peace of mind that we are entrusting our data to a reliable team, which allows us to focus our efforts on other areas of the business."

Unleashing the power of data

Grupo Comercial Control plans to continue growing its business in Mexico with support from Pure Storage. The innovative storage solution is preparing the company to address the future of retail and continue to exceed customer expectations by turning data into great results.

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