

Resilient pharmacy care, safeguarding vital health services

Drogaria Araujo relies on Dell PowerStore and PowerProtect to minimize risk and maximize customer experiences.



Business needs

Facing rapid growth, increasing cyber threats and daily revenue reliance on operational continuity, Drogaria Araujo required scalable IT solutions and robust cyber resilience to avoid interruptions and minimize losses.

Business results



Reduce data center footprint by 50% freeing up physical space.



Improve recovery time by 75-80%, ensuring operational resilience.



Safeguard against potential \$2-3M daily revenue loss during cyber-attacks.



Gain real-time insights with 30% faster analytics.

Solutions at a glance

- [Dell PowerStore](#)
- [Dell PowerProtect Data Domain](#)
- [Dell PowerProtect Data Manager](#)
- [Dell PowerProtect Cyber Recovery with CyberSense](#)



**Improve recovery time by 75-80%,
ensuring operational resilience.**

Modernizing a legacy of care with confidence

As one of Brazil's largest and most trusted pharmacy chains, Drogaria Araujo has been a pillar of healthcare and retail in Minas Gerais for over 119 years. What began as a traditional pharmacy has evolved into a modern healthcare and retail provider, with more than 350 stores offering everything from immunizations and clinical consultations to wellness products, everyday essentials, and digital services.

With millions depending on seamless in-store and online experiences, every moment of uptime is critical. A single day of downtime could not only delay access to critical medications but also disrupt clinical services, affecting the well-being of families while risking \$2-3 million in lost revenue. With its rapid expansion came unavoidable complexity in its IT environment. Rising cyber threats, along with the need to safeguard sensitive health and business data, made it clear that transformation was essential.

Recognizing the urgency, Drogaria Araujo partnered with Dell Technologies to modernize its infrastructure and solidify its digital backbone. "Every decision we make is data-driven," says Rodrigo Soares, IT operations leader. "And Dell's secure solutions ensure nothing disrupts our operational flow, so we can keep serving our customers when they need us most."

Resilience that safeguards patients and business continuity

As Araujo's digital footprint grew, so did the challenges—fragmented backups, slow recovery times, and increasing cyber risks threatened both operations and patient care. Cyber resilience became essential and non-negotiable.

To address these vulnerabilities, Araujo implemented Dell PowerProtect and Dell PowerStore, unifying its backup environment, reducing recovery times by up to 80%, and strengthening defenses against ransomware. These improvements ensure uninterrupted service for millions of customers relying on timely access to healthcare. "Imagine needing medicine for a child at 3:00 am and our systems being offline," recalls Rodrigo Soares, IT operations leader. "Dell's solutions give us the confidence to ensure resilience, no matter the circumstances."

Securing revenue and building customer trust

At the heart of Drogaria Araujo's IT transformation lies a powerful and integrated suite of Dell Technologies solutions designed to streamline operations, enhance resilience, and drive innovation.

With PowerStore, the company has effectively doubled its storage capacity while cutting its data center footprint by 50%. This solution combines advanced, always-on data reduction technology delivering over 5:1 data reduction ratios and intelligent automation, enabling Drogaria Araujo to run critical applications from analytics to Kubernetes clusters with speed and reliability.

To protect growing volumes of sensitive data, Araujo deployed PowerProtect Data Domain, paired with PowerProtect Data Manager and Cyber Recovery with CyberSense. This end-to-end solution streamlines storage and backup while reinforcing cyber defenses. Since deployment, Araujo has reduced backup data sizes by up to 55% and accelerated recovery times by up to 80%. This has allowed 80 to 100 terabytes of daily backups with ease. These results reflect a deep commitment to data security, operational excellence, and customer trust.

Scaling intelligence with secure, on-prem infrastructure

To support its expanding AI and analytics initiatives, Drogaria Araujo is investing in flexible, future-ready infrastructure. With PowerStore at the core, the company

“*Dell PowerProtect Cyber Recovery reduced recovery times by 80%, enabling us to restore operations in days rather than weeks.***”**

Rodrigo Soares
IT Operations Leader, Drogaria Araujo

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PowerStore gives us the performance to run critical workloads and the flexibility to scale without compromise. It's the engine behind our digital agility.

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Rodrigo Soares

IT Operations Leader, Drogaria Araujo



has accelerated real-time data processing, enabling more accurate forecasting, smarter inventory management and personalized customer experiences.

Araujo has taken a privacy-first approach to AI, choosing to deploy internal models on-premises rather than in the public cloud. Secured by PowerProtect, this strategy ensures data privacy, operational control, and the agility to innovate with confidence.

By modernizing legacy systems and reinforcing its digital architecture, Araujo is delivering faster, more intelligent services across its healthcare retail network, deepening customer engagement and driving sustainable growth.

Innovating retail pharmacies with purpose

Drogaria Araujo's digital transformation is transforming how it delivers value across both healthcare and retail. Powered by Dell Technologies, the company leverages AI, real-time insights, and efficient workflows to operate with greater agility and security. From smarter inventory practices to personalized customer engagement, Araujo is setting a new benchmark for digital-first healthcare and retail in Brazil.

Looking ahead, the company is advancing its use of AI to improve clinical decision-making, automate supply chains, and enhance customer experiences through

intelligent chatbots and tailored recommendations. These innovations are built not just on cutting-edge technology but on trust.

For over a decade, Dell Technologies has been a strategic partner, delivering the expertise and innovation needed to fuel Araujo's growth. "Dell is more than a vendor, they're a partner aligned with our vision," Soares concludes. "Trust turns first-time customers into lifelong ones. And with Dell, we feel the same."

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With a robust cyber resilience strategy and Dell's scalable, secure solutions, we can confidently adapt to change while protecting our most valuable asset—our data.

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Rodrigo Soares

IT Operations Leader, Drogaria Araujo

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