



# ENABLING SOFTWARE-DRIVEN BUSINESS

Afibel in France increases processing performance by up to 10 times with a hyper-converged platform to support the company's software future



E-commerce

France

## Business needs

Afibel looked for a solution that would help increase the performance of its critical line-of-business systems and simplify management.

## Solutions at a glance

- [Software Defined Data Centre](#)

## Business results

- Drives innovation with platform for improved software support
- Reduces management time through simplified administration
- Enables IT standardisation to reduce number of vendors
- Removes threat of disruption through automated failovers

Up to

# 10x

faster data processing



Takes just

# minutes

to deploy virtual machines





Afibel has been retailing clothes to women and men since 1954. Like many distance sellers that once sold products via paper-based catalogues and mail-order forms, Afibel now focuses on e-commerce. As such, IT plays a crucial role in the company's operations—assisting all business processes right from order processing to fulfilment.

## Heterogenous IT headaches

The firm's reliance on technology, plus its constant drive to increase efficiencies, led to a review of Afibel's two data centres. The review showed that management costs were high because the data centres featured hardware from multiple vendors. It also revealed frequent issues with software updates because of hardware incompatibilities.

Frédéric Vast, CIO of Afibel, explains, "I needed greater confidence that our critical line-of-business systems would always be up-to-date, and that support would be fast and efficient. More broadly, I wanted to increase our IT performance to support the growing role that software has in running our business and enabling it to prosper."

## Hyper-converged standardisation

Frédéric attended a Dell EMC event at which he saw Dell EMC VxRail, the VMware-based hyper-converged appliance. A visit to the Dell EMC Customer Solution Center in Paris then followed. Here Frédéric saw how he could standardise Afibel's IT on VxRail and consolidate Afibel's existing multi-vendor platform. Frédéric also learned that Damartex Group, which owns Afibel, is a long-standing Dell EMC customer.

He says, "Administration is easy in VxRail using VMware vCenter Server. This was an important point for us because it simplifies lifecycle management. The scalability of the solution—allowing you to add new appliances to match growth—was compelling, as was the end-to-end support through Dell EMC. This is an all-flash solution that gives us incredibly high performance at an affordable price point."

*"Depending on the task, we've seen that processing times are 3 to 10 times faster with our VxRail appliances."*

Frédéric Vast, CIO, Afibel

## 3–10x faster processing speeds

To maximise performance, Afibel deployed two clusters of three Dell EMC VxRail all-flash nodes at its data centres, supporting a 10 gigabit Ethernet network. Immediately, the speed of processing increased. “Depending on the task, we’ve seen that processing times are 3 to 10 times faster with our VxRail appliances,” says Frédéric, “giving us the boost in performance we were looking for.”

## Greater innovation across the business

Along with the faster processing, Afibel gained several IT benefits that will help drive innovation. For instance, the IT team can deploy virtual machines (VMs) and back them up in minutes, whereas before it could take hours.

Plus automated failovers between the VxRail clusters prevent disruption to services if a VM ever stops working, and data snapshots give the IT team a secure fallback plan in case of issues with software releases.

Comments Frédéric, “With our VxRail appliances, we can deliver reliable, high-performance IT services to support business innovation. Increasingly, organisations are being driven by software, and with VxRail we have the platform to enable that transition. We plan to add more memory to our six appliances in the near future.”

## Management time savings

IT administrators at Afibel are highly satisfied with the VxRail solution, which was implemented without any integration issues. “Upgrades are easier now that we’re using VxRail because we no longer run the risk of hardware being unable to support the latest patches,” says Frédéric. “Particularly with critical applications, we’re far more confident when we roll out upgrades.”

## Real partnership, from beginning to end

Support is now more efficient because IT administrators work only with Dell ProSupport and a single point of contact. “We have a true partnership with Dell EMC,” says Frédéric. “From initial engagement to deployment and support, our experience has been excellent. We see Dell EMC not just as an IT vendor but a real partner.”



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