

## ENHANCING RETAIL PERFORMANCE THROUGH GREATER BUSINESS INSIGHT

Prime Supermarket increases business agility—delivering key performance reports 50 percent faster through hyper-converged IT



Retail

Singapore

### Business needs

Prime Supermarket looked to enhance its business agility by improving the IT underpinning its sales database and enterprise resource planning system. The existing platform—which was ageing—lacked the power and the disaster recovery capabilities the business required

### Solutions at a glance

- Hyper Converged Infrastructure
  - Dell EMC VxRail G-Series
- Servers

### Business results

- Reduce delivery time of key performance reports by 50 percent
- Increase business agility with faster business insight
- Decrease IT footprint at data center by 60 percent
- Gains 56 percent saving in power consumption
- Simplifies management and data protection— with basic IT admin of just 30 minutes a week

*“Based on our calculations, we have lowered power consumption by 56 percent—reducing our carbon footprint and the total cost of ownership of our IT.”*

Eric Kwan, IT Administrator, Prime Supermarket

Of all the industries, retail probably handles more sales data per day than any other. And within the retail industry, supermarket chains handle some of the largest quantities of data in the sector—monitoring the sales of goods across thousands of product lines.

Prime Supermarket generates up to 400 gigabytes (GB) of sales data per day across its chain of stores in Singapore. The data is stored in Microsoft SQL Server and processed by an enterprise resource planning (ERP) solution. At the end of each month, employees use the ERP system to generate detailed reports, highlighting key performance indicators (KPIs), and giving senior executives a detailed view of the company's operations.

## Aims for greater business agility

Prime Supermarket wanted to improve business agility by enhancing the performance of the IT underpinning its sales data. It wanted faster reporting so senior executives had up-to-the-minute insight on KPIs. What's more, the company wanted to maximize its disaster recovery capabilities around its database to avoid disruption. Eric Kwan, IT Administrator at Prime Supermarket adds, "The existing platform consisted of 10 2U servers running VMware vSphere, and space and powering were becoming an issue."

## Support from a trusted partner

The company worked with IT partner PTC System, which had supported Prime Supermarket with the implementation of its existing IT platform. They assessed solutions from Dell EMC and several other vendors. "The servers supporting our database and ERP were Dell EMC PowerEdge and we had been very happy with their performance and the support from Dell," says Kwan. "We looked at Dell EMC VxRail hyper-converged appliances as an alternative to servers—and no other vendor had solutions comparable with VxRail."

Kwan continues, "The fact that Dell EMC VxRail gave us compute, storage, and networking in a single appliance

while fully integrating with our VMware vSphere environment and giving us VMware vSAN made our decision pretty easy. What's more, we'd still be working with the Dell services teams we trusted."

## Reduce delivery time of key performance reports by 50 percent

Prime Supermarket transformed its operations—gaining greater business agility—in less than a week. With the support of PTC System, the company deployed Dell EMC VxRail G-series appliances with all-flash storage to replace the previous server environment. "We halved the time it takes to generate KPI reports for the business with Dell EMC VxRail," says Kwan. "The sooner we get these reports in the hands of senior executives, the more agile our business operations."

*"We spend no more than 30 minutes a week managing our Dell EMC VxRail appliance cluster. It's highly reliable and our data is securely protected."*

Eric Kwan  
IT Administrator, Prime Supermarket

## Decrease IT footprint at data center by 60 percent

The company has significantly reduced the amount of IT in its data center—alleviating any concern over data center space long term. Through business growth, Prime Supermarket had scaled the server infrastructure to 10 servers. According to Kwan, continued expansion would have been problematic—not least in terms of space. “We’ve reduced out IT footprint by 60 percent using Dell EMC VxRail, he says. “The four nodes have given us headroom for growth over the coming years, and we can add more nodes without any space issues.”

## Gains 56 percent saving in power consumption

Prime Supermarket has also dramatically cut power usage by moving to the Dell EMC VxRail platform. Kwan says, “Based on our calculations, we have lowered power consumption by 56 percent—reducing our carbon footprint and the total cost of ownership of our IT.”



## Simplifies management and robust data protection

Kwan says IT administration is easier through the “one-click management” of Dell EMC VxRail. What’s more, the VxRail appliances’ stretched cluster configuration ensures enterprise-level availability. Comments Kwan, “We spend no more than 30 minutes a week managing our Dell EMC VxRail appliance cluster. It’s highly reliable and our data is securely protected.”



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