About Customer

With over 40 years of experience, the family-owned company Weiling is one of the pioneers in the organic sector in Germany. Its primary goal is to contribute to biodiversity, a clean environment and natural nutrition for future generations.
www.weiling.de

Geo

EMEA

Industry

Retail

Solution Area

Modern Data Experience
Accelerate Core Applications

Products in Use

Pure Storage® FlashArray™//X
Pure Storage FlashArray//C
Pure Evergreen™
Pure1®

Weiling Ensures Freshness with Modern Storage

Brand reputation and reliability of product and service are extremely important to Weiling. The stability of its 99.9% virtualized IT environment is essential for day-to-day operations and business success.

The supply chain—essential for costs, speed, and ultimately business success in retail— requires a powerful infrastructure for efficient and fast data management.

> "Our customers expect freshness and quality. Fast deliveries and delivery reliability are essential. Pure helps us to do everything faster and easier."
>
> **MICHAEL VAN DÜLMEN,**
> HEAD OF IT,
> WEILING GMBH

Impact on Weiling

Consumers receive goods even faster and more fresh

Powerful infrastructure for efficient and fast data management

Critical data backups are always up-to-date

SCHUSTER WALTHER

Challenges

Extreme demands on reliability and stability of the IT infrastructure

Efficient and sustainable IT operation possible under own management

High storage performance to support logistical processes

Results

Storage space efficiencies with deduplication and compression rate of 4:1

100% security and resilience through active/active operation

Fast data recovery through Pure Storage SafeMode™ Snapshot technology

Modern Storage Solution for a Demanding Business

Optimal data management enables Weiling to speed up logistics processes for its retail partners and consumers. For these reasons, the company selected Pure Storage FlashArray//X with the help and guidance of long-time service provider Schuster & Walther.

Besides a storage solution to support more efficient logistics, the company also needed better data protection for business continuity. So, most recently, FlashArray//C was added as a target for ultra-fast replication.

"FlashArray//C is an incredibly powerful backup target with the highest security and maximum performance in one system," explains Michael van Dülmen, Head of IT. "Over two years, we have saved so much power compared to HDD. Pure systems are so cost-effective to operate that there are no comparable alternatives. The performance is many times faster which ultimately benefits our trading partners and consumers."

In the event of a problem, such as a ransomware attack, SafeMode Snapshots on FlashArray//C enable fast recovery.

To improve resilience, Weiling uses an Active/Active configuration with Purity ActiveCluster™. "Purity ActiveCluster is a real game-changer in terms of data protection and availability," says van Dulmen.

Sustainable With a Pulse on Everything

To optimize its investment, Weiling selected Pure Evergreen Gold, a subscription to keep your storage modern in an incredibly economical way, and Pure1, a streamlined management tool for the entire storage environment, provides Weiling a simple interface for managing the entire storage environment.

Van Dülmen´s general conclusion: "Pure's products are all optimized for flash, which is a big differentiator compared to other manufacturers whose systems are much more complicated. We haven't had a single failure yet. Pure just runs and runs and runs."

purestorage.com

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