ADAPTING TO THE NEW REALITIES IN RETAIL

Migros Ticaret is one of the largest supermarket chains in Turkey, with over 2,200 stores and 28 warehouses, the retailer serves an estimated 160 million customers, employs more than 45,000 people, has 12M active loyalty cards, and works with 2,400 suppliers.

USE CASES
- Give employees the flexibility to work from home during the COVID-19 pandemic
- Meet consumer needs and continue to provide expected exceptional service
- Support retail operations 24x7 and maintain the company’s fast growth rate

REQUIREMENTS
- Make almost 100 virtual applications available through all of Migros’ devices
- Deploy a simple, flexible solution that runs operations while reducing costs
- Run 2,500 virtual machines for core systems: from storefront to warehouse applications

SOLUTION
Migros replaced its traditional storage-server environment with HPE SimpliVity. This hyperconverged environment enables simple and efficient management, automated virtualization, and seamless scale to respond to evolving business needs.

OUTCOMES
- Spins up 700 additional virtual desktops in 12 minutes, expanding remote-working capabilities
- Reduces IT operating costs by about 50% and energy usage by 70%, while lowering operational risk
- Accelerates backup times from days to less than an hour for the entire virtual environment
- Allows a focus on scaling the business adding value beyond IT systems operations

KEY PARTNERS
- Citrix
- Microsoft
- VMware

ADDITIONAL RESOURCE
BLOG: Adopting Hyperconvergence and Adapting to the New Realities in Retail

“We were initially running 300 virtual desktops and needed to spin up 700 more to give our employees the flexibility to work from home during the COVID-19 pandemic. Using HPE SimpliVity, we were able to do so in just 12 minutes.”

– MURAT ZOBU
SYSTEM AND CLOUD INFRASTRUCTURE MANAGER,
MIGROS TICARET A.S.