



## CASESTUDY

# CAROZZI



### **Region / Country**

LATAM / Chile

### **Industry**

Food

### **Company**

Carozzi

### **Use Case**

- Databases – Microsoft® SQL Server 2012 and 2016
- Virtualization platform – VMware® vSphere® 6.3

### **Business Transformation**

Carozzi implemented converged infrastructure for supporting automated guided vehicles for its high-density automatic warehouse, which will optimize processes and improve productivity and customer service. With cost-efficient storage solutions, Carozzi is now meeting the requirements of maximum availability and zero RPO and RTO.

### **Challenges**

- Carozzi needed an IT infrastructure for automated guided vehicles that would provide maximum availability.
- Carozzi needed business continuity with RPO and RTO as near-zero as possible.

### **IT Transformation**

- Carozzi now has a highly available platform that meets the demands of their core robotics application.
- The business continuity solution includes zero RPO and RTO, plus replication through ActiveCluster, at no additional cost.
- Synchronous replication of 10TB takes place within 2 minutes instead of hours.
- Average data reduction rate of 5.8:1 and 3.8:1 reduces CAPEX costs.
- The solution improved performance and availability for other mission critical applications.



**Carozzi automates its distribution center with Pure Storage all-flash solutions**

Empresas Carozzi S.A. is a Chilean-based food processing company with 120 years in the market. Carozzi has production plants in Chile and Peru, as well as commercial offices in the United States, Ecuador and Paraguay, and is considered one of the most respected mass consumption companies in Latin America.

Carozzi’s strategic objectives place priority on organic growth, cost efficiency, and leadership of their offering in the wellness segment. These objectives are based on its competitive advantages that include its capacity for innovation, the leadership of its brands in the categories in which it participates, and a strong organizational culture.

One of Carozzi's main strategies is digital innovation, and during 2017 and 2018, the company has

been working on carrying out its Optimus project, which consists of automating its Distribution Center using automated guided vehicles to transport pallets. This project will require a total investment of 37 million euros. The first phase was completed in mid-2018 and the second phase will conclude in mid-2019, with the construction of a high-density automatic warehouse, a daring process that will deliver one of the most modern distribution centers in the country.

*“All the commercial and technical processes moved forward smoothly. Within a couple of days, we had a FlashArray running in our Data Center. It was fantastic.”*

**ERWIN FIEBIG**  
Information Technology  
Assistant Manager





This digital innovation seeks to optimize processes to be ready for future challenges, improving productivity and customer service.

**Carozzi chooses FlashStack with Pure Storage all-flash storage and Cisco Networking and UCS Servers to support automation solution**

In February 2017, Carozzi selected a robotics application for automating the vehicles which required an infrastructure platform that provided maximum availability and real time service. The IT team

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Information Technology  
Assistant Manager

evaluated several technologies, looking for Recovery Point Objective (RPO) and Recovery Time Objective (RTO) values as near-zero as possible, but expecting that having zero RPO and RTO would be unaffordable. Carozzi met Pure Storage through the local team in Chile. After a presentation of FlashStack — the converged infrastructure solution from Pure Storage and Cisco — the IT team decided to test it in a Proof of Concept (POC). “All the commercial and technical processes moved forward smoothly. Within a couple of days, we had a FlashArray™ array running in our data center. It was fantastic,”

said Erwin Fiebig, Information Technology Assistant Manager.

During the POC, Carozzi’s IT team was able to test the solution’s ease of use and simplicity. “We were very impressed by the compression capabilities and how fast we were able to deploy it. We carried out migration through a direct connection and without disruptions,” said Renato Muñoz, Projects Chief and Microsoft Systems Manager.

Pure Storage and Cisco also demonstrated higher throughput performance compared to other vendors and had a better integration with





third-party solutions. “No other vendor was offering us what Pure Storage and Cisco did. That’s why we didn’t want to do trials of other solutions. We knew we were dealing with a leading technology,” Fiebig added.

The IT team presented a strong business case to the board, in which the team compared different technologies. Pure Storage and Cisco had the lowest total cost over a five-year period. Most appealing was that FlashStack was able to deliver zero

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RPO and RTO at no additional cost, unlike the other vendors evaluated.

**Carozzi implements automation with Pure Storage’s help**

Carozzi purchased two FlashStack systems with Pure Storage FlashArray//M20, Cisco UCS servers and Nexus networking. The company was the first in Latin America to implement Pure Storage Purity™ ActiveCluster, a synchronous replication and stretched cluster solution that enables live migration between the two FlashStack systems to provide business continuity across metro distances, without requiring extra hardware, licenses or fees. “That is a great added

value, it relieved us from having to seek an additional backup solution,” Fiebig mentioned. “Pure Storage and Cisco components grant us the confidence that the infrastructure will be highly available.”

When Carozzi evaluated ActiveCluster, it performed a methodological test, during which the IT team cut the power at one data center and successfully proved there was no disruption in the robotics application. A year and a half after Pure Storage’s implementation, the infrastructure has had 100% availability.

“Before, we didn’t have a similar infrastructure, so the main





difference our users have noticed is that we no longer need a maintenance window. Now we can make configurations and adjustments at any given moment without interruptions. We can sleep peacefully,” said Muñoz.

Both arrays are currently in production at both data centers with workloads shared between them. Having a consistently low latency solution has given Carozzi the confidence to extend

FlashStack use to other mission critical applications. The company used to have an external electronic invoicing process, however it presented several issues and as it interacted with other systems, including SAP and government systems, any service interruptions had a big effect on productivity. Muñoz decided to relocate it to run on the FlashStack. The migration process was very simple thanks to ActiveCluster, and ever since, it has successfully mitigated service interruptions and avoided rework.

Carozzi was also been able to witness the value in Pure Storage’s predictive support when a couple of months ago it experienced an outage in its data center network connection. The Pure1® app sent an alert that allowed the IT team to react quickly.

“Storage management has become very simple. There’s not much to do in terms of provisioning and configuration. It has a dashboard that allows us to know the status of every item at any time,” Muñoz added.

Another differential for Carozzi was the unique Pure Evergreen™ Storage Subscription program, which no other vendor offered. It will allow the company to continually keep its storage modern by delivering continuous software and hardware updates.

### Products and Services

Unified Computing FlashStack:

- Cisco® UCS® servers
- Pure Storage FlashArray
- VMware vSphere

Cisco Networking and Security Solutions:

- Cisco Nexus® switches

[www.FlashStack.com](http://www.FlashStack.com)

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