



# Via Varejo Online Gains Agility and Scalability on Black Friday with Cisco

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**Alexandre Nascimento**  
IT Architect, Via Varejo Online

## Via Varejo Online

**Industry**  
Retail

**Location**  
Brazil

**Number of employees**  
52,000 employees

**Website**  
[www.viavarejo.com.br](http://www.viavarejo.com.br)



## Network solution

- [Cisco HyperFlex hyperconverged infrastructure](#)



## Business results

- Reliably handled highest traffic day of the year
- Increased processing power with ability to easily expand
- Freed up physical space in data center



## For more information

To learn more about the Cisco solutions featured in this case study, visit:

<http://www.cisco.com/go/hyperflex>

Every year, Brazilian consumers highly anticipate the arrival of Black Friday. Often considered the first day of the holiday shopping season, retailers offer steep discounts and promotions that attract a record number of consumers. In 2016 alone, this one day trafficked \$1.9 billion in sales from online consumers, according to industry expert E-bit.

As a result, Black Friday is very important for Via Varejo Online, a business unit for the e-commerce of the GPA responsible for Extra.com.br, Pontofrio.com, Casasbahia.com.br, as well as the infrastructure support for extradelivery.com.br and paodeacucar.com.br, among other e-commerce sites of clients and partners.

### Shopping Overload

Black Friday sales numbers are great for Via Varejo Online: simultaneous connections and requisitions per second increase 400% compared to a normal day.

With increased online traffic, Via Varejo understood that their performance on Black Friday was highly dependent on the capability of their technology infrastructure.

When they began evaluating new technology, they wanted to support increased volume on Black Friday, improve scalability, and decrease latency in responses.

Their initial idea was to move applications that had been prepared, to be stored and run on containers to the public cloud.

### Performing Under Pressure

With Black Friday quickly approaching, the pressure was on and the IT team set out to solve the problem.

They evaluated Cisco HyperFlex and saw it as the

solution to not only meet their needs, but also unite and integrate the network, processing, and storage elements into a single system.

On the eve of Black Friday, the migration to the Cisco HyperFlex was implemented, helping the company overcome two major challenges: limited time for implementation and ability to perform on the busiest day for online retail.

“HyperFlex not only guaranteed a Black Friday without incidents, but it also withstood the spikes of reading and writing virtual machines,” emphasizes Nascimento. “With just three nodes, my expectations of Cisco HyperFlex were blown away,” he says.

In addition to ensuring the performance of virtual machines, Cisco HyperFlex increased processing power and freed up physical space in Via Varejo Online’s data center. Another benefit they saw was the ease of scalability. Nascimento highlights that the solution architecture can expand across areas with multiple data duplicates, a major differential for our company,” he adds Easy and Simple Design

For Via Varejo Online, the implementation of HyperFlex was simple and took only a few hours. “Once the rack to accommodate the equipment was installed, the task was simply to fit the equipment into the rack,” recalls the Nascimento. “This simplicity of installation is excellent characteristic of Cisco hyperconvergence.”

According to Nascimento, they are looking for new ways to innovate. They have several new projects on the horizon that demand agility, high performance, scalability and simplicity. Nascimento concludes, “Where there’s a lot of data and performance is needed, we will turn to Cisco hyperconvergence.”