NetApp®

3SI Group Partners with Scasicomp to Reinvent Its Business with Clustered Data ONTAP

Groupe 3Si

Another NetApp solution delivered by:

scasicomp

KEY HIGHLIGHTS

Industry
E-commerce

The Challenge
Leverage IT technology to transform the business from a mail-order company to a fast-paced, highly scalable e-commerce powerhouse.

Services
Scasicomp collaborated with 3SI to design and deploy a NetApp® clustered Data ONTAP® solution that can keep pace with the speed of business.

Benefits
- Enabled a fast, smooth transition to clustered Data ONTAP
- Gave customer confidence in tackling the future

Customer Profile

3SI Group is an e-commerce and e-commerce services company whose brand websites attract 20 million unique visitors per month in Europe. It is France's leading private operator in e-commerce services, which are used by over 3,500 online businesses in the country. 3SI Group is a member of Germany's Otto Group, the second-largest online retailer worldwide.

Partner Profile

Scasicomp offers expertise in IT consulting, architecture design, implementation, and operational maintenance. Certified at the highest level by major software and hardware manufacturers, Scasicomp has the skills and experience to help businesses meet their most complex challenges.

The Challenge
Enable IT to support a new business model and fast growth
For decades, 3SI was at the forefront of the mail-order business and was one of the most successful in France. 3SI worked with more than a dozen companies, updating catalogs every six months. As the Internet evolved, the mail-order industry suffered. Today, merchants and customers operate in a

world of instant updates, 24/7 access, and the expectation of making purchases anywhere, at any time, from any device.

"It is a brand-new world," says Frédéric Dumortier, chief technical architect of Infrastructure and Operations at 3SI Commerce. "Everything has changed." To stay competitive, 3SI needed to completely transform its business—starting with its IT infrastructure.

The Solution
Build a new data center with clustered Data ONTAP at the foundation
The partnership between Scasicomp and 3SI began in 2010, when the e-commerce industry was rapidly changing. Just 10 years before, 20% of 3SI's business was online, supported by a mainframe. Now, 80% of its business was online, and the number of product SKUs that 3SI needed to manage jumped from 110,000 to 5 million.

To facilitate future success, 3SI charged forward with building a new data center that would enable the company to become a leader in the e-commerce market. With clustered Data ONTAP at the heart of the solution, 3SI would be poised to lead the market today and in the future.

Choosing the Right Partner

When it came time to overhaul its IT infrastructure, 3SI chose its storage partner carefully. "We needed to select a partner who we were certain would be able to support us through difficult times and through changes to best take advantage of these technologies," says Dumortier. "Another key aspect to how we choose our partners is their close connection with a technology manufacturer. This helps them support us proactively."

Having already established a strong relationship with Scasicomp, the choice was relatively easy. In addition to its technical knowledge, Scasicomp understood 3SI's business, the way the company works, and its constraints. 3SI wanted to continue this relationship as the company transformed its IT and its business.

"IT has become strategically central to business," explains Michel Rouche, CEO of Scasicomp. "Simply delivering a box is no longer sufficient. Now, it's essential to understand our customers' issues, become part of their projects, and know the stakes so we can deliver the best possible service. It is critical to win the trust of our customers. And once we've established that real relationship, we need to provide solutions."

Creating a Roadmap for Success

Scasicomp collaborated with 3SI to design avnd deploy an IT infrastructure that would enable 3SI to react rapidly to customer requests and changing business needs. It also had to provide 24/7 service continuity and scale seamlessly as the company continued to grow.

The first phase of the design called for Data ONTAP operating in 7-Mode. However, after many meetings and workshops, it became clear that clustered Data ONTAP would be better for managing the company's storage needs.

Making a Smooth Transition

The transition from Data ONTAP operating in 7-Mode to clustered Data ONTAP began in April 2013. With a busy holiday season just months away, the transition needed to be complete and ready for production in September—a very short time frame.

"Being an official NetApp certified partner helps us to incorporate their latest technologies into our offerings and efficiently deliver them to our customers," says Gregory Gosset, presales engineer at Scasicomp.

Scasicomp successfully transitioned 3SI to a fully functioning clustered Data ONTAP environment in time to support the busy holiday shopping season.

Looking to a Successful Future

This past summer, 3SI mailed its last paper catalog. With its new clustered Data ONTAP solution, 3SI is empowered by its infrastructure to tackle the future with confidence. The clustered Data ONTAP environment simplifies change as the company grows.

The need for more power or more capacity is easily met with no service interrup¬tions. Application power and perfor¬mance can be assigned as needed. For example, SAP® may need more power during financial periods. The web may need more power during heavy shop¬ping periods, such as Black Friday. With built-in quality of service, everyone gets their fair share of resources.

Dumortier sums it up: "What was important for me on this project was to have a partner I could trust. And in the end, it feels as if they have become part of my own team."

Learn More

Watch this video to learn how 3SI leveraged NetApp technologies and Scasicomp expertise to transform its business.

Why Choose a NetApp Professional Services Certified Partner?

NetApp Professional Services Certified partners like Scasicomp have the expertise to handle anything from managing day-to-day operations to transitioning your IT to the cloud. With access to NetApp's service delivery best practices, tools, and technical training, you can be confident that our certified partners have the expertise and resources to help you get the most value from your NetApp investments. Learn more about Scasicomp at scasicomp.com.

To find a NetApp Professional Services Certified partner in your area, go to solutionconnection.netapp.com/partnerdirectory.aspx.

SOLUTION COMPONENTS

Scasicomp Services
- Deployment
- Data migration

NetApp Services
- Solution strategy
- Architecture design
- Deployment (with partner)
- Best practices training

NetApp Software
- Clustered Data ONTAP

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