



**YOOX
NET-A-PORTER
GROUP**

Objective

Improve storage performance and capacity to handle unpredictable surges in e-commerce transactions

Approach

Modernize the infrastructure by moving from legacy Hitachi Data Systems storage to all-flash HPE 3PAR StoreServ 8440 Storage with HPE GreenLake Flex Capacity

IT Matters

- Improved performance from 30,000 to 200,000 IOPS
- Achieved 2:1 data duplication for greater capacity utilization
- Reduced time to deploy development environments from an hour to minutes
- Increased throughput 567% to easily handle growing online customer demand

Business Matters

- Gained agility to expand and contract storage capacity on-the-fly
- Doubled product development productivity
- Simplified budget management, thanks to predictable storage costs
- Ensured world-class online shopping experience and efficient product fulfillment for customers

YNAP powers online retail stores with HPE 3PAR Storage and HPE GreenLake Flex Capacity

Ensures responsive, consistently high-performing online shopping experience



Modernizing for today's digital business

You don't get to be the world's leading online luxury fashion retailer without delivering excellence in both your merchandise and service quality. For more than 15 years, that's exactly what YOOX NET-A-PORTER GROUP (YNAP) has done. It's no wonder nearly 30 million shoppers visit one of its many online stores every month.

YNAP shoppers know they can count on a world-class online experience and efficient product fulfillment. That's because behind the scenes, YNAP's websites, e-commerce systems, and warehouse logistics all run on an IT infrastructure from Hewlett Packard Enterprise (HPE).

Milan, Italy-based YNAP has been an HPE customer for years, running hundreds of HPE ProLiant BL and DL servers with Intel® Xeon® processors in its production data centers

“With HPE 3PAR storage and HPE OneView we can deploy new environments in minutes instead of up to an hour on HDS. Our developers have actually doubled their productivity.”

— Yamandu Correa, Global Network and Data Center Manager, YNAP

and development sites. However, YNAP had historically used Hitachi Data Systems (HDS) for storage until it started to have problems. With one order coming in every 4 seconds — surging to an order every 1.4 seconds during peak shopping periods — the HDS system simply could not handle the volume. And HDS support was poor.

To modernize its storage infrastructure, YNAP evaluated alternatives from HDS, EMC and HPE, ultimately choosing HPE 3PAR StoreServ 8440 Storage to replace HDS.

Yamandu Correa, YNAP’s global network and data center manager, explains, “HPE 3PAR storage offered the best overall performance and tools to handle our unpredictable workloads. We also had a very positive experience with HPE service over the years, which gave us confidence in standardizing on HPE 3PAR storage and ProLiant servers with Intel® Xeon® processors.”

HPE 3PAR brings a new level of performance and efficiency

YNAP engaged HPE Pointnext to perform the data migration from HDS to HPE 3PAR storage. This was central to the success of the storage modernization project because HPE Pointnext provided an onsite data expert to oversee the entire migration and ensure a smooth transition. In all, YNAP moved 200 TB of data within three weeks, thus beating the deadline for renewing its HDS contract.

Initially, YNAP deployed multi-tier HPE 3PAR storage for its production environment and all-flash HPE 3PAR storage for development. Based on the success of the all-flash system, the company is now transitioning all its storage to all-flash HPE 3PAR to support corporate services, customer-facing e-commerce systems, back-end warehouse logistics, and test and development. In addition, YNAP relies on HPE MSA 2042 SAN Storage with built-in hybrid flash as a reliable, economical backup repository for its production systems.

The production systems are virtualized Windows-based applications with Microsoft® SQL Server® databases, while test and development run on CentOS Linux® with Oracle databases. Moving to HPE 3PAR has brought increased performance and greater agility to both environments.

“We were pushing 30,000 IOPS through our old storage environment and it was struggling,” Correa says. “On HPE 3PAR with all flash, we can handle up to 200,000 IOPS with no problem. That allows us to easily keep up with the demand of our online customers.”

A 2:1 deduplication ratio on HPE 3PAR also enables more efficient use of capacity to support multiple development environments. The 3PAR efficiency combined with HPE OneView—which provides infrastructure automation and monitoring for the 3PAR storage and ProLiant servers with Intel® Xeon® processors—means YNAP can now deploy new environments much faster.

“With HPE 3PAR storage and HPE OneView we can deploy new environments in minutes instead of up to an hour on HDS,” reports Correa. “For DevOps to meet our product release goals, we need a tool like OneView that provides templates and automated scripts. Our developers have actually doubled their productivity because the faster they get an environment for testing, the faster they can move a solution into production.”

Human factor proves key to achieving IT goals

In addition to higher performance and efficiency, HPE 3PAR storage provides YNAP with valuable performance monitoring tools that the company uses to continually analyze how the storage is behaving based on workload and order volume. This information is used for long-term planning, and is also integrated with YNAP’s network operations center for real-time response to changes in business demand.

If the monitoring indicates workloads might strain the storage, YNAP can immediately use HPE GreenLake Flex Capacity to handle the surge.

“HPE GreenLake Flex Capacity is like having the features of cloud but on premises,” Correa points out. “We run some services in the cloud, but we also need that same flexibility for our data centers. It’s a big part of our hybrid strategy.”

He adds, “For a growing business like ours, HPE GreenLake Flex Capacity also makes it much easier to manage our budget because the costs are predictable.”

Customer at a glance

Application

- E-commerce and warehouse logistics

Hardware

- HPE ProLiant BL460 Server Blades
- HPE ProLiant BL660 Server Blades
- HPE ProLiant DL580 Servers
- HPE 3PAR StoreServ 8440 Storage
- HPE MSA 2042 SAN Storage

Software

- Microsoft® Windows Server®
- Microsoft® SQL Server
- Oracle Database
- VMware® vSphere
- CentOS Linux®
- Commvault

HPE Pointnext services

- HPE Storage Transformation and Data Migration Solutions
- HPE GreenLake Flex Capacity
- HPE Datacenter Care

YNAP also relies on Datacenter Care from HPE Pointnext to provide proactive support of its infrastructure built on 3PAR storage and ProLiant servers with Intel® Xeon® processors. This goes beyond basic system maintenance and repair by providing an onsite solution architect to discuss YNAP's ongoing project ideas, share best practices, and ensure the infrastructure is optimally configured to support the business.

Correa concludes that the "human factor" is one of the main reasons YNAP keeps coming back to HPE for its infrastructure solutions. "HPE consistently provides technology solutions we can rely on, with a level of service and care other vendors don't have. You can have the best hardware in the world, but if you don't have the right people behind it, you cannot achieve your goals."

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