



Enhancing sales, reducing costs

Conсорcio Peredo salespeople needed push-button product data. The reality was rather less than effective. Cisco UCS® Mini put compact server technology at the center of the solution.

“We’ve gone from five racks to one and unplugged most of our power supplies. That releases space and energy in the data center.”

Gabriel García, General Manager, Consorcio Peredo

A client who’s keen to buy is great for door-to-door salespeople, but it’s the right collateral close at hand that closes the deal. Consorcio Peredo couldn’t move that area forward with its technology infrastructure—until it chose Cisco UCS Mini servers to replace its legacy data center.

Challenges

- Drive business growth with better supported sales teams.
- Reduce complexity while growing functionality.

Salespeople from Consorcio Peredo sell goods ranging from refrigerators to automobiles. They need complete product data, ready to go. That’s why their smartphones and tablets instantly connect with headquarters office systems in Xalapa, Mexico—or at least they’re supposed to.

But the company’s data center was aging. Spares were hard to find. Software had slowed as the business grew. Connections weren’t always completed. With plans in progress for a new product launch, called Automatic Cash, it became clear next-generation servers were on the critical path.

Case Study | Consorcio Peredo

Size: 2500 employees

Location: Mexico

Industry: Retail





Upfront investment was reduced by 25 percent and ongoing costs were slashed in half.

Solutions · Cisco UCS Mini servers

Unified and cost-effective

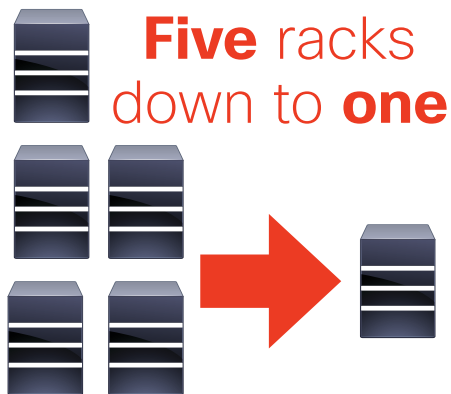
Partner company IQ Comercializadora y Servicios de Valor suggested moving to Cisco UCS Mini. Compactly combining servers, storage, and 10Gbps networking, Cisco UCS Mini not only performed better than other alternatives but also cost 25 percent less to purchase.

Juan Carlos Alvarado Peñaloza, technology project manager, says: "I didn't believe it when the people at IQ told me UCS Mini could be installed in three days. That gave me a feel for how much better life would be. I couldn't wait."

Reducing space and time

Making it easy to set up virtual servers, the Cisco UCS Mini has greatly reduced the Consorcio Peredo hardware footprint. Now, the business needs only one staff member to look after the data center whereas in the past it required two.

Gabriel García, general manager, says: "We've gone from five racks to one and unplugged most of our power supplies. That releases space and energy in the data center."



Results

- Server numbers were reduced from 42 machines to 7 blades on a single chassis.
- System speed improved by 20 percent and up to 70 percent in some cases.
- Server spin-up time was slashed from 6 hours to as little as 10 minutes.

No fear

With in-house skills built around other vendors' server models, the learning curve was a concern of the IT team at Consorcio Peredo. However, they found it simple to adapt. "We went to Cisco® Live and experienced the Cisco product knowledge base," says Johan Narvaez, IT manager. "UCS Mini proved very easy to use."

No longer limited

Cisco UCS Mini has given Consorcio Peredo the data center operating room it sought to keep growing and launching new product lines—and it's 20 per cent faster. Storage is no longer a constraint either. The IT team is getting still greater value from the system through a more powerful network. The next step is to upgrade the core to 40Gbps. Looks likely Cisco will play a major role there, too.

Products & Services

Data Center

- Cisco UCS Mini

For More Information

To learn more about the Cisco solutions featured in this case study, go to www.cisco.com/go/ucsmini

For further information on Consorcio Peredo, please visit www.etsa.com.mx



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