

Revionics Case Study

Leading Profit Optimization Software Company Realizes \$120K in Savings and Scales to Meet Growing Business Needs via Nexenta Software-Defined Storage Solutions

Revionics, Austin, TX
www.revionics.com
SaaS and Analytics



Summary

Challenge: Support growing customer and data volumes while reducing TCO

Solution: NexentaStor 4.0.4

Platform: Linux and Microsoft Windows

Use Case: High Performance and Big Data Analytics

Benefits:

- \$120K in initial savings
- Increases performance at lower TCO and configurability
- Supports rapid scalability to meet customer and data volume growth
- Enables development of new business models

Business Overview

Revionics is a proven leader in end-to-end merchandise optimization solutions. More than 62,000 retail locations around the world optimize with Revionics across 18,000,000 products, and more than 2.6B item/store combinations are modeled weekly. Retailers around the globe use Revionics' solutions to profitably execute a data-driven, omni-channel merchandising strategy by analyzing and acting upon comprehensive shopper demand signals to increase financial performance and improve customer satisfaction. Revionics' solutions are powered by demand-based data science and advanced predictive analytics to help ensure that retailers have the right product, price, promotion, placement and space allocation to drive business performance and seamless cross-channel shopper experience – online, in-store, social and mobile. Delivered as a scalable, SaaS-based platform, Revionics solutions offer real-time insights and dynamic decisions at speed, scale and frequency, while providing quick ROI.

“We found the Nexenta engineering team to be very helpful in our configuration, providing what we needed at cost. Nexenta provided 40TB, because that’s what we needed, instead of forcing us to buy 100TB”

Sunny Nair
VP IT, Revionics

Challenges

Prior to Nexenta, Revionics was a traditional SAN vendor shop, relying on various storage solutions to support customer data. Having to process Big Data, Revionics previously purchased Hitachi AMS-2500, Hitachi HUS-150, IBM DS3400, Dell Equallogic 4000, 6500 and others.

Revionics supports huge retailers which depend on strict service level agreements (SLAs) for their SaaS and predictive analytics that support crucial pricing, promotion and markdown management and optimization decisions. Such customers need the support of robust systems, requiring Revionics to scale quickly as they experienced growth in both their customer base and in their data volumes due to existing customers continually loading additional data into their systems. Revionics recognized the need for a storage solution that allows them to scale on a shelf-by-shelf and head-by-head basis, removes the required minimum buy-in cost of a traditional SAN purchase, and delivers a seamless transition that maintains performance levels and reduces total cost of ownership (TCO).

System Configuration

- Capacity: 220TB Raw
- Storage Solution: NexentaStor 4.0.4
- Server Brand Name and Type: Dell PowerEdge R730 XDs
- Platform: Linux and Windows

Solution and Benefits

Solution

Revionics' VP of IT, Sunny Nair, was familiar with Nexenta's Software-Defined storage (SDS) solutions and their ability to reduce storage costs. Prior to ultimately selecting Nexenta, Revionics did its due diligence in evaluating other SDS offerings from companies including Viper and EMC. Revionics selected Nexenta because of its maturity in the SDS space and the estimated, drastically lower TCO.

Nair needed to ensure optimal security, scalability and availability of data for Revionics customers, so selecting a proven vendor was critical. He and his team decided to test Nexenta by only filling the disks. NexentaStor equaled, and in some cases bettered, this performance with easier configurability. Armed with these tangible results, Sunny and his team could then share their recommendation with upper management to gain approval to integrate the solution with their entire system.

Revionics first deployed NexentaStor 4.0.4 in May 2015 to support an additional 20-30 TB of customer data by simply purchasing and adding a Nexenta shelf to their existing system. A Nexenta tech came onsite to assist with the install and configuration. The test system was configured for 40K IOPS and easily met the performance numbers. Revionics staff also tested for failover and redundancy and found no issues.

Revionics has now transitioned to solid state disk and purchased two more Nexenta Storage units for ultra-high performance. "The IOPs have been phenomenal," added Nair. "We didn't need to buy one of the high end SSD systems like XtremIO or Fusion disk because Nexenta was experimenting with solid state disk as well, their engineering team was instrumental in helping us build out our SSD."

Benefits

Revionics realized immediate benefits from their NexentaStor integration, achieving unmatched performance levels at scale and a calculated \$120K in savings from their initial purchase when compared to a mainstream vendor. More importantly, the company reaped these benefits without any transition time or inconvenience to their IT team.

“When we announced our decision to switch to a new solution, our storage administration team was concerned that their experience would change from what they were used to from a high-end SAN from a legacy vendor. They wanted everything to remain the same, even with the savings. After all was said and done, everyone agreed – nothing was negatively impacted by switching to Nexenta,” said Nair.

In addition, Revionics reported excellent customer service with next-day hardware replacements from Dell and Nexenta’s real-time console management of storage, including instantaneous emails regarding fixes to any issues.

Revionics’ customers are also realizing benefits of the Nexenta integration. NexentaStor allows the Revionics IT team to turn up the performance, as needed, when configuring customer systems and to remain competitive in pricing, thanks in part to cost savings.

Nexenta is also supporting the company in exploring a possible future initiative to deliver total Revionics solutions to customers across the globe who may have limited access to high-speed networks or internet. Nexenta could allow Revionics to pair NexentaStor as the software storage solution with commodity hardware to deliver an all-in-one high-compute infrastructure to serve remote customers.

“If we hadn’t selected Nexenta, with the same \$135K we spent, we would have only been able to buy half the storage, which would have effectively tied our hands and diminished our business scalability.”

Sunny Nair
VP IT, Revionics



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