

Accelerating digital transformation with new-generation private cloud

A digital pioneer, Sephora has moved its private cloud onto a platform with cutting-edge technology that supports its strategy of innovation and growth, with help from Atos and Dell EMC



SEPHORA

Atos

Context

Fueling innovation and growth

Always on the quest for innovation to better satisfy its customers, Sephora is a leader in digital transformation. Key to its business strategy is the New Sephora Experience, which offers customers a seamless omni-channel service that is unique, rich and personalized and includes stores, a website and social networks. In the digital age, providing customers with quality, ease and flexibility at a discount demands state-of-the-art technological foundations. Sephora also needs its technological infrastructure to support ongoing innovation and rapid business expansion at a global level.

Challenge

A step change in resilience and real-time performance

As a digital innovator, Sephora started using private clouds in 2014 with a platform called Spray, implemented and operated by Atos. While Spray was highly agile, there were soon extra business demands from the explosion in data volumes and requirements for real-time data-processing and new applications. Only digital innovation and an improved infrastructure would enable Sephora to achieve the necessary step change in performance, scalability and resilience.

Solution

Close collaboration and successful migration

Sephora, Atos and Dell EMC built a strong partnership to design, deliver and optimize Spray 2. While Spray typically relied on two data centers, Spray 2 adopts the Dell EMC VPLEX solution to implement a 'virtual data center' - twin data centers, each relying on converged VxBlock infrastructure from Dell EMC. Running in parallel, they take turns as needed for maximum availability. With storage virtualization and intelligent data synchronization, disaster recovery is neutral and immediate. The delinking of storage and computing capabilities provides an infrastructure with scalability and outstanding performance. Close collaboration enabled the partners to reconcile rigor and speed, successfully achieving migration two weeks ahead of schedule during the vital Christmas retail period.

Results

Digital ambitions delivered

From the outset, results were on schedule. From December, at peak, the platform delivered excellent service and significant performance gains (+ 30% in SAP environments).

Very high resilience objectives were achieved with almost zero data loss and restart within four hours for applications with critical levels 1 and 2.

With a view to moving to a hybrid cloud, Sephora now has trusted foundations for expanding its digital transformation and delivering its business strategy.

“Atos and Dell EMC have been real partners. We’ve worked hand in hand with them to achieve this joint success.”

Cédric Lapaille

Chief Technical Officer Sephora

About Sephora

Sephora was founded in France in 1969 to offer customers both luxury and niche brands. Using a model inspired by self-service, Sephora offers a sophisticated range of the best beauty products, while making them accessible to all. With an avant-garde retail model that has revolutionized the consumer shopping experience, Sephora has become the beauty destination par excellence, with large aisles where customers can walk freely, and touch and feel all of the products. Today, Sephora belongs to the Louis Vuitton Moët Hennessy Group, the largest luxury group in the world. The brand is strongly committed to innovation, offering an impartial service and an interactive shopping environment. It has a cult following around the world, with over 2,000 outlets.