



**PROACT**

CASE STUDY

## FRANMAX

# Franmax

How Proact Lithuania is helping retail giants meet their customers' growing needs with high-performance storage, supported 24/7

### Summary

#### Challenge

Franmax used a range of ageing technologies for data storage and had reached a point where its outdated infrastructure could not meet growing data capacity and performance requirements.

#### Solution

Proact Lithuania successfully consolidated six storage systems into two all-flash environments.

#### Benefits

- Enhanced performance
- Greater efficiency
- Centralised management
- Enhanced availability and DR
- Reduced data leak risk
- Smooth migration
- Space- & energy-saving
- Supported 24/7
- Competition-beating price

**Franmax is a company that provides support services to retail chain companies belonging to the Maxima Group, in Lithuania, Latvia, Estonia, Bulgaria and Poland.**

One of the companies Franmax supports is the largest retailer in Lithuania, employing over 2,500 people in more than 500 retail shops. Together with other Maxima stores, they are visited by more than 550,000 buyers every day. And, like any successful company with customers that depend on them, Franmax requires IT systems that work flawlessly to meet their ever-growing needs.

#### The challenge

Franmax used a range of ageing technologies for data storage and had reached a point where its outdated storage infrastructure could not deliver data the capacity and performance required to serve their customers properly.

To ensure continued, smooth business activity, faster storage system performance was top of their list of priorities. Our client, Franmax, understood its risks, the likelihood of them occurring, and the possible (negative) financial impact.



**Proact's team provided us with a solution that could bring us more efficiency and migration that ran smoothly."**

**Darius Kelevišius,**  
Head of IT infrastructure management centre,  
Franmax group

### About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,000 people in 15 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT).

### How we helped

Franmax went looking for a way to save time by modernising its IT storage systems. When the tender was announced, Proact Lithuania proposed the best-value solution in a very competitive environment. But it wasn't just price where we were able to do better.

"As we are working with very crucial data, we needed a solution which could help us centralise the management of the data and enhance performance. Proact's team provided us with a solution that could bring us more efficiency and migration that ran smoothly. Proact immediately offered us an implementation plan which included all the steps that had to be taken - this was convenient for us." – Head of IT infrastructure management centre, Darius Kelevišius.

We consolidated six storage systems into two Hitachi all-flash storage environments, resulting in spectacular performance gains. Proact Lithuania's IT team implemented the infrastructure to ensure smooth migration to the new systems. And, by consolidating data and enabling staff to work centrally, we vastly improved Franmax's IT set up.

We deployed Hitachi Flash module (FMD) technology that offers exceptional performance and integrated data compression. We also introduced Hitachi Global Active Device (GAD), which delivers a high-availability solution, providing efficient performance as well as a disaster recovery option.

Not only do the systems now work simultaneously in two locations, but also administrators can manage them using a single, simplified and centralised storage management tool. The solution has also made management better and easier.

To increase reliability further still, we're also providing Franmax with round-the-clock support for its storage environment. Our team of skilled experts are constantly on-hand to pre-empt any potential problems and ultimately reduce the risk of downtime.

### Benefits



#### Meets the growing needs

Thanks to a high-performance, high-capacity environment that can handle growing amounts of data compliant with the GDPR.



#### Increased reliability

Specialist support is on-hand 24/7. An active-active cluster ensures that SLAs will still be met in case of disaster.



#### Centralised management

Making it easier, freeing up time and reducing associated costs.



#### Smooth migration

Proact's professional services ensured a seamless transition to the new platform.



#### Energy- and space-saving

Thanks to more efficient – and fewer – storage systems.

### About Franmax

Registered in 2011, Franmax employs professionals in retail IT and other areas. Together, they are responsible for continually reviewing and raising standards, to ensure the Maxima Group's companies remain competitive and successful – and continue to meet and exceed their customers' expectations.  
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