

## DRIVING BUSINESS EXPANSION WITH A MODERN IT INFRASTRUCTURE

Super Selectos powers new business growth and drives down costs with Dell EMC server, storage and backup technologies



Retail | El Salvador

### Business needs

Super Selectos needed to upgrade an aging IT infrastructure to keep pace with growth and improve its data backup and recovery process.

### Solutions at a glance

- [Servers](#)  
- [Dell EMC PowerEdge rack servers](#)
- [Storage](#)  
- [Dell EMC SC Series Storage](#)

### Business results

- Helps drive expansion into new markets
- Reduces database backup times from one week to one day

Supports

10%

annual growth



Cuts backup costs by

70%



Super Selectos is not only the largest supermarket chain in El Salvador, with 98 stores across the country, it's also one of the fastest-growing grocery chains in the country. "We are growing at an average of 10 percent every year, and we're planning to expand to other countries," says Humberto Della Torre, an IT manager at Super Selectos.

However, it had become more difficult for the company to manage that growth using its aging IT infrastructure, which supports business applications used by 1,800 employees. "We had performance issues on the point-of-sale systems and back-end office applications our employees use every day," he says. Super Selectos also needed a more efficient backup and recovery solution. "We had an obsolete tape-based solution that we had to troubleshoot all the time," Della Torre says. "We weren't doing database backups as often as necessary because the tape drive solution wasn't fast enough."

## Upgrading server, storage and backup technologies

Super Selectos had used Dell EMC technologies for several years and chose Dell EMC again when it was time to upgrade its IT infrastructure. "We keep choosing Dell EMC for the performance, cost savings and support," says Della Torre. The company implemented Dell EMC PowerEdge servers and Dell EMC SC Series storage arrays in its primary data center in San Salvador, as well as PowerEdge servers in each store. The Dell EMC technologies support the company's Oracle-based business applications.

Super Selectos also deployed a Dell DR4100 backup and recovery solution, powered by Dell EMC PowerEdge servers. Using this backup-to-disk solution, the company can more easily back up its 22 terabytes of data without relying on its aging tape-based system. The solution optimizes storage utilization and helps the company reduce WAN bandwidth requirements through the use of in-line deduplication, compression and replication. Now, Super Selectos no longer needs to take its systems offline to perform database backups.

## Supporting 10 percent annual growth and expansion into new countries

Super Selectos is now better able to meet its business growth requirements. "We can support 10 percent annual business growth and expand more easily into new markets because of the performance and reliability we're getting with the Dell EMC IT infrastructure," says Della Torre. "Previously, we didn't have the performance we needed to keep pace with the business."

*"We can support 10 percent annual business growth and expand more easily into new markets because of the performance and reliability we're getting with the Dell EMC IT infrastructure."*

Humberto Della Torre  
IT Manager, Super Selectos

## Backing up data daily instead of once a week

The company can back up its databases much faster and more efficiently than before, thanks to the Dell DR4100 solution. “We are backing up our full database every day because of the fast speed and reliability of the Dell DR4100, instead of once every week like we did before,” says Jorge Martinez, an IT administrator at Super Selectos. “As a result, we no longer risk losing a week’s worth of business data and potentially millions of dollars in lost business.”

## Cutting costs by 70 percent

Super Selectos is also saving a considerable amount of money. “Our backup costs have been reduced by 70 percent because of the compression in the Dell DR4100,” Martinez says. “Also, we only need to use three backup tapes, instead of the 10 we needed previously.” Additionally, the company believes it is well-equipped to grow in the future. “We will need a more targeted approach to reach customers,” Della Torre says. “We look forward to continue working with Dell EMC to assist us in those efforts.”

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Jorge Martinez  
IT Administrator, Super Selectos



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