

CASE STUDY

ELTEX optimizes its customers' e-commerce business operations by implementing Infinidat's high performance and highly reliable InfiniBox® enterprise storage solution

Infinidat's InfiniBox® enterprise storage solution supports ELTEX's business expansion with high performance, high availability, and high capacity.

ELTEX, Inc. is a system solution company, headquartered in Yokohama, Japan. Its core business is the development and implementation of a package solution integrating e-commerce and mail-order systems. The company's core offering, "eltexDC," has been implemented by many companies, including some of the largest Japanese companies in the food industry. It supports the smooth operation of e-commerce, which is the point of contact between companies and end users. InfiniBox, Infinidat's high-performance, high-capacity storage system, is used to store e-commerce-related products and services data, as well as end-user transaction data for each customer.



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Mr. Akihito Takano
General Manager of
the Managed Services
Department at ELTEX

THE CHALLENGE: GROWING DATA CAPACITY AND I/O PERFORMANCE DEMANDS AS SERVICES EXPANDED

ELTEX is a pioneer in the e-commerce industry in Japan, having already begun development of an e-commerce system in 1997, at a time when the Internet was beginning to penetrate the general public, and companies were exploring the possibilities of utilizing it in their business and enhancing interactions with customers. Since 2009, the company's system is not limited to processing orders and shipping via the Internet, but also is now offered as an integrated e-commerce package that covers a wide range of contact center operations and back-office operations related to mail orders.

In addition to increasing the accuracy and optimizing the efficiency of transactions, which are a fundamental part of e-commerce, the company is also actively developing various tools that reflect the needs of customers to enhance the customer experience, such as analysis tools for mail order data and automation tools based on the insights gained from such analysis.

Solution Advantages for ELTEX



2.4x improvement in I/O performance with no degradation and not a single failure



8x larger capacity than conventional storage to support business growth



100% availability in a fully triple-redundancy structure for non-stop operations



Excellent cost-per-capacity ratio with twice the effective capacity in same price range

The increase in the number of customers and the business expansion of existing customers led to an increase in the amount of data related to mail orders itself. Further, the amount of data stored has skyrocketed to between 3x and 5x on a per customer basis. This is due to significantly more transaction data used for analysis, larger capacity requirements for creating backups of the data, and the recent trend toward saving older data, instead of discarding it.

THE SOLUTION: INFINIBOX EXCELS IN PERFORMANCE, AVAILABILITY, CAPACITY AND COST REQUIREMENTS

At ELTEX, there was a growing concern that the storage solutions the company was using had insufficient capacity to cope with the company's data growth. As a result, in early 2021, it began considering upgrading its enterprise storage infrastructure. Initially, the company planned to upgrade with the same storage vendor, but there was no model that successfully met their desired requirements, so they decided to compare multiple options. One of the candidates was InfiniBox. "We found out about it through a company referral and had a chance to test its performance. The metrics were very good, so we decided to include it as one of the candidates," said Mr. Akihito Takano, General Manager of the Managed Services Department at ELTEX.

ELTEX was specifically focused on improved performance, higher availability, and reduced costs. The company evaluated Infinidat's storage solution in detail. The InfiniBox consists of DRAM cache, SSD cache, and hard disk drives (HDDs), and its large DRAM cache capacity, which is renowned to speed up application processing. "The high availability of the fully triple-redundant structure, which enables non-stop operations, and the excellent cost-per-capacity ratio, which is twice the effective capacity in the same price range, were also very attractive," said Mr. Takano. Based on Infinidat's excellent results during the evaluation phase compared to others, ELTEX selected Infinidat.

Infinidat's InfiniBox solution was implemented in 2022. The entire process went very smoothly. "Infinidat took care of most of the configuration, and since there were not many parts to be designed by the user in the first place, we were able to use it right away after plugging it in. Just as the implementation was simple and straightforward, the post-implementation operation and management has been simple as well," said Mr. Hidehiro Kono, Manager in the Managed Services Department at ELTEX.

THE BENEFITS: POSITIVE IMPACT ON SALES ACTIVITIES DUE TO PEACE OF MIND OF ZERO STOPPAGES AND HIGH PERFORMANCE

It has been about two years since the system went into operation, and not a single failure has occurred. "We have been able to operate the e-commerce solutions we provide customers with peace of mind because there is no performance degradation," said Mr. Kazushi Kobayashi of the Managed Services Department. "Even when the storage OS was upgraded, the applications continued to run smoothly."



“InfiniBox is equipped with a large-capacity DRAM as primary cache, and this has especially improved I/O throughput, with an actual measured 2.4x improvement in I/O performance,” said Mr. Takano. “We have seen significant benefits for data analysis tools processing too – an increase by a factor of 1.5 while I/O latency has been significantly reduced to the point of almost disappearing, compared to our previous storage system. As a result, all I/O-related problems, such as batch processing that used to take too long, have been virtually eliminated.”

The InfiniBox has a capacity of 512TB, about eight times that of conventional storage. This is more than the company expects to use in five years, and by applying compression to data, ELTEX is able to use about twice as much, nearly 1PB (petabyte). This large capacity has had an unexpected effect.

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Infinidat assigns a dedicated technical advisor to the company. “We receive prompt answers to technical and operational questions that arise in the course of daily use, and I believe that we are receiving generous support,” said Mr. Kobayashi.

Infinidat provided a very effective instructions manual and process for replacing ELTEX’s virtual data storage infrastructure. “The process of connecting the storage is complicated, but InfiniBox has a management tool called Host Power Tools, which makes it easy for us just to follow the procedure. The management screen is also simple and easy to understand,” said Mr. Kono.

THE FUTURE: FURTHER UTILIZATION OF LARGE CAPACITIES AND DEVELOPMENT OF BACKUP ENVIRONMENT

Currently, for backup of customers’ data, ELTEX can choose either the cloud or on-premises, either within InfiniBox or external backup storage, on request.

“Considering the excellent performance of the InfiniBox storage solution and peace of mind it has provided, I think it would be ideal to add another InfiniBox and have both primary and secondary backups in InfiniBox,” said Mr. Takano.

InfiniBox is currently being used not only to support e-commerce solutions, but also for other solutions, such as short message services (SMS) for smart phones, etc. Because of its reliability and ease of setup and management, InfiniBox will be actively used for data hosting and applications for such peripheral solutions.

To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](https://www.infinidat.com).