

CASE STUDY

How **Petco** stays ahead of the pack amidst fierce competition in the \$90B pet care market.



Petco, a leading pet specialty retailer with more than 50 years of service to pet parents, approaches every decision guided by their vision for healthier pets, happier people, and a better world. As pet parents' trusted partner in caring for the health and wellness of their pets, Petco provides them with the products, pet care services, advice, and experiences to help ensure their overall well-being. With more than 27,000 employees and 1,500 locations across the U.S., Mexico, and Puerto Rico, the company maintains a robust online presence, delivering pet care products and veterinary advice through petco.com and petcoach.co.

WINNING IN A FIERCELY COMPETITIVE MARKETPLACE

The retail industry, and especially the pet care segment, faces numerous technology challenges today, including engaging customers across many different channels, maintaining customer loyalty, translating data analytics into better customer experiences, and achieving process and cost efficiencies. Amidst fierce competition from direct competitors, mega-chain stores, and e-commerce giants, Petco has maintained its leadership position in the \$90+ billion pet care marketplace by closely monitoring, understanding, and catering to the needs of its customers.

TECHNOLOGY ENABLES BETTER PET PARENT EXPERIENCES

Hanuman Yalamanchi, manager of Petco's core IT infrastructure services, oversees the company's data centers, including its retail merchandising, ERP, supply chain, predictive analytics, backup, and recovery systems. "Everything we do is focused on creating better experiences for pet parents," Hanuman said. "When customers visit our stores or online businesses, we earn their loyalty by anticipating their needs and creating a more fulfilling experience." Among Petco's industry differentiators are removing pet food with artificial ingredients from its shelves, providing high-quality and affordable veterinary care at veterinary clinics, full-service hospitals located in their Petco locations, and offering fresh, nutritionally balanced and 100% human-grade meals for dogs.



"Everything we do is focused on creating better experiences for pet parents. When customers visit our stores or online businesses, we earn their loyalty by anticipating their needs and creating a more fulfilling experience."

Hanuman Yalamanchi
Manager, Core
Infrastructure Services
Petco



RETHINKING PETCO'S IT INFRASTRUCTURE STRATEGY

An important part of Petco's strategy for creating market-leading customer experiences has been to improve the speed, performance, reliability, and cost-efficiency of its IT infrastructure. According to Hanuman, who began his career at Petco two decades ago, "There once was a time when data storage in retail was viewed as a cost center. That's no longer the case. Significant increases in data consumption, sub-millisecond application performance requirements, resiliency, and the need to do more with less have changed everything. Today, we are a strategic partner for our internal business teams, and a critical enabler of competitive advantage for the company."

THE PETCO-INFINIDAT PARTNERSHIP

When Petco's IT team set out to upgrade its infrastructure four years ago, they were seeking an innovative partner with a creative approach to meeting the company's current and future needs. At the time, according to Hanuman, many conventional storage vendors were resting on their laurels and were less than responsive to their customers' unique needs. Infinidat offered a fundamentally new approach to storage technology and support. "Upgrading every three years is not economically feasible for our business. Infinidat exceeded our top criteria, which included scalability, ease of implementation and management, and high availability/reliability at a lower TCO."

Today, most of Petco's core business systems run on four InfiniBox® enterprise storage arrays in multiple data centers. Hanuman reports that Infinidat has been an excellent business partner. "We have experienced no downtime in three years as a result of the redundancies Infinidat builds into its systems, and their support has been extremely proactive. Recently, we had a performance issue on an application. They immediately identified that the I/O was under two milliseconds and helped us diagnose the root cause that same day. We rely on predictive analytics from the InfiniMetrics platform to identify potential performance bottlenecks in our storage network infrastructure, find and reclaim capacity from dormant volumes, and simplify resource planning. And they do this at far lower cost than other systems."

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



An important element of Petco's strategy for designing market-leading customer experiences is improving the speed, performance, reliability, and cost-efficiency of its IT infrastructure. The company has achieved these objectives, while experiencing no downtime, over the course of its partnership with Infinidat.

