

Boticário Group Improves IT Infrastructure Monitoring and Customer Satisfaction with CA Unified Infrastructure Management



CUSTOMER PROFILE

Industry: Beauty

Company: Boticário Group

Employees: 7.000

BUSINESS

A leader in beauty retail, Boticário Group has four business units – O Boticário, Eudora, Quem disse, Berenice? and The Beauty Box – as well as operating the Boticário Group Foundation for Nature Protection.

CHALLENGE

The group's IT department needed a monitoring solution that could map its infrastructure and help identify potential problems in a proactive manner before they affect customers.

SOLUTION

Boticário Group chose CA Unified Infrastructure Management to monitor its infrastructure, enabling it to manage multiple technologies with a single solution.

BENEFIT

The CA Technologies solution is completely reliable, with high availability, simple maintenance and full compatibility with the technologies used by the company.

Business

A worldwide leader in beauty retail



Fernando Almeida,
Head of Datacenter
Infrastructure, Boticário Group

Created in 2010, Boticário Group is considered one of the world's leaders in beauty retail. The group is composed of four business units – O Boticário; Eudora; Quem disse, Berenice? and The Beauty Box. It currently controls all phases of production – laboratory, research, factory, logistics, marketing and retail. “We are involved in the entire product lifecycle, from the moment it is dreamt up to when it reaches point of sale,” says Fernando Almeida, Head of Datacenter Infrastructure at Boticário Group.

According to Almeida, over 300 million products emerge from the group's activities each year, accounting for more than one unit per Brazilian. Unsurprisingly, Boticário Group is present in eight countries and has a workforce of 7,000 direct employees and more than 30,000 indirect employees. In Brazil, the company is present in every state, with over 4,000 points of sale.

The company's first plant was established in São José dos Pinhais, Paraná. The same site houses its Research and Development Center. The group also has two distribution centers, located in Registro, São Paulo, and São Gonçalo dos Campos, Bahia. The company has a second plant in Camaçari, Bahia, and has offices in São Paulo and Curitiba in Brazil, Colombia and Portugal.

The group's products, which include perfumes, creams and makeup, can also be found in Japan, the US, Portugal, Peru, Venezuela, Colombia, Angola and Mozambique. “Boticário Group has over 18 million customers registered in its loyalty program,” says Almeida. He also highlights the company's purpose, which is to create opportunities for beauty to transform people's life.

Challenge

Detecting and addressing issues
before they affect the customer

With a complex network infrastructure and thousands of employees, one of the great challenges for Boticário Group's IT team was to efficiently monitor its IT infrastructure, and enable proactive detection of problems. “The delay in detecting and addressing issues brought dissatisfaction to customers and meant our team could only work in a reactive way,” recalls Almeida.

The executive explains that the group already had a couple of tools for monitoring the infrastructure, but that they no longer met the demand created by an ever larger and more complex infrastructure. “We needed to proactively detect problems, and for that we needed a solution that could conduct a 360-degree mapping of our infrastructure,” Almeida says.

The IT team now needed to find a solution that would offer reliable monitoring and high-availability features. Moreover, the solution needed to be easy to maintain and compatible with the technologies used by Boticário Group, such as Microsoft Cluster Server (MSCS), Active Directory, Exchange and Hyper-V.

Solution

Unified monitoring with proactive alerts

After analyzing the available solutions, Boticário Group chose to implement CA Unified Infrastructure Management. Nicholas Pierri, a Senior Advisor at Boticário Group, explained that the benchmarking carried out with other large companies was crucial in the choice. “Several large companies such as ours use CA Unified Infrastructure Management and have obtained good results with the solution,” says Pierri.

CA Unified Infrastructure Management combines simplicity with enterprise scalability and multi-site hosting. The unified IT monitoring solution eliminates the need for multiple solutions, helping optimize operational efficiency and reduce complexity, costs and the work involved in deploying and integrating different IT monitoring tools.

After making the choice, the group elected Eleeva IT to carry out the implementation. The consulting firm is a partner of CA Technologies and specializes in infrastructure management and IT processes. It has a team of renowned professionals and years’ of experience in the implementation of complex projects in various market segments. “With the combined team, we completed the implementation in August 2015,” says Almeida.

Benefit

Greater monitoring capacity for different technologies

With CA Unified Infrastructure Management, Boticário Group’s IT department can monitor multiple technologies with a single solution.

The CA Technologies solution is responsible for monitoring ten Microsoft clusters, composed of 34 physical nodes, 79 instances and 768 features. This infrastructure is responsible for supporting critical systems for order tracking, customer loyalty and sales and customer service, as well as other key processes.

“In 2017, we’re planning to expand our use of CA UIM to monitor around 1,000 servers, both virtual and physical,” says Almeida. According to the executive, the solution currently generates alerts and information on various elements, such as:

- Server availability
- Features
- Disk monitoring
- CPU usage
- Memory
- Failover.

Since implementing the solution, the group’s IT department has enjoyed an increase in customer satisfaction ratings. “We are now able to guarantee excellent monitoring services, and therefore improve customer satisfaction,” says Almeida.



Eleeva IT delivers infrastructure management and IT process management services. The company has experienced and renowned professionals. With years of experience in implementing complex projects in a wide range of market segments, the company is a CA Technologies partner.



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