SOLUTION COMPONENTS

PARTNER

AYDINLI GROUP

WEBSITE

www.aydinli.com.tr

INDUSTRY

RETAIL

HEADQUARTERS

ISTANBUL, TURKEY

SOLUTION

- Datacenter Colocation
- Cloud Infrastructure as a Service
- Disaster Recovery as a Service
- Backup as a Service
- Connectivity Services Cloud Connect

BENEFITS

- 60% cost advantage
- Business continuity
- Scalable structure
- Synchronize database between different physical servers
- End-to-end replication with secure connection

Aydınlı Group, operating in 55 countries, accelerates its digital transformation with **Sparkle for seamless operations**

Aydınlı Group started to work with Sparkle in 2014 to build its data backup system. In the following years, the company also executed the first Disaster Recovery service structure (DRaaS) with Sparkle. This has provided Aydınlı Group with high availability and accessibility opportunities with a 60 percent cost advantage. Following the success of the project, Aydınlı Group continued to work with Sparkle on cloud solutions, data center and connectivity services, hybrid cloud and multicloud applications and increased the scope of the strategic cooperation by 500%, while closely follows technology in its digital transformation journey. Today, Aydınlı Group is able to provide uninterrupted services from its complex retail operations to the online sales store, where hundreds of thousands of payment transactions occur, even during traffic peak times when transactions reach millions.

Sparkle, the first international service provider in Italy and among the top ten global operators, developed Turkey's first disaster center project by using an industry-leading solution and built an end-to-end structure with Aydınlı Group, one of the biggest players of ready-to-wear retail, which started in 1965 and is located in 55 countries with 659 stores today. The scope of strategic cooperation between Sparkle and Aydınlı Group, which started in 2014 with data backup solutions and following by disaster recovery services that ensure real-time data replication, continued to grow. Aydınlı Group, Turkey's one of the leading retail companies, increased its technology usage with the strengthened cooperation. Also, continue to grow and move forward on its digital transformation journey in the long term. Offering tailor made solutions in this process, Sparkle constantly has been evolving its portfolio with the latest technologies in cloud and data center services.

Six years ago, Aydınlı Group started evaluating cloud solutions for uninterrupted operations of critical retailing systems and ensuring business continuity in disaster situations in accordance with local regulations. In this context, the company preferred Sparkle, which offers fast, customized and flexible solutions according to the its needs. In the first stage, the log files of the company's critical databases were backed up on virtual machines on Sparkle cloud. Then, the company searched for an advanced solution supporting data replication to meet the increasing cloud volume and backup system requirements. At this point, Aydınlı Group completed its infrastructure planning without the initial investment cost with the tailor-made solutions provided by Sparkle. During the implementation of the project, Sparkle's continuously developing services led by innovation became an important strategic factor in the beginning of a long-term business partnership between the two companies. In the project, disaster recovery system was built with Zerto solution by creating replications of online payment systems, which hosted at customer premise IT Center, in both Sparkle Istanbul Data Center and simultaneously Ankara Disaster Recovery Center. The company has accomplished all the requirements it needs with the Zerto solution, which maintains hypervisor-based continuous data synchronization and scales according to the size of the virtual machines infrastructure. Upon successful completion of the project in a short time, Aydınlı Group started hosting its private cloud in Sparkle's state of the art data center to manage its operations more efficiently. Thus, the company had the opportunity to build integrated cloud architecture with Sparkle's advanced services and products.

"WE INCREASED THE SCOPE OF OUR COOPERATION BY MORE THAN 500 PERCENT"

Aydınlı Group Information Technologies Director Mehmet Mart, stated that they achieved 60 percent cost saving by working together with Sparkle on Turkey's first disaster center project with Zerto solution. Mart tells the story of meeting Sparkle as follows: "We were looking for a data center where we would host our systems to ensure business continuity in retailing and our retail operations. In this scope, we started working for cloud services with Sparkle. At the same time, we wanted to get an advanced disaster recovery solution as a service, as a result of the initial investment cost were quite high. When we contacted with many companies providing services in this subject in Turkey, we met with Sparkle. At first, we started to work with a very small business scale. Then, we were satisfied with the services, abilities, competencies, potentiality, transparent approach and technical team of Sparkle. Therefore, we created a fast, scalable and sustainable system properly by increasing the scope of our cooperation by more than 500 percent. Today, we use almost all the services offered by Sparkle and there are very limited reliable environments that you can achieve all these projects. 60 percent of our vital and critical systems, are located in the data centers of Sparkle and all infrastructure security is provided by Sparkle."

Today, all critical merchandising systems such as payment/POS systems, CRM applications and web services used by all of its stores are located in Sparkle data centers in a scalable structure with hybrid cloud solutions. By combining VMware hypervisor-based managed private cloud applications with Sparkle cloud platform, the company has built a reliable and extensible hybrid structure that reduces physical hardware risks, specifically meeting big data storage and backup needs.
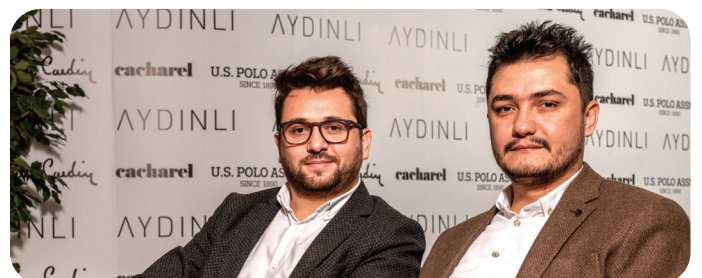
Databases are very important for us, and even they should be in different data storage devices physically. With Sparkle, we can distribute our systems to the data storage units we want. At this point, Sparkle gave us many advantages by providing customized solutions. Hereby, today, I can say that we are the leading institution of our sector in the fields of sales, customer relations and technology use."

Aydınlı Group Information Technologies Director Mehmet Mart

Aydınlı Group System and Network Management Team Lead Hakan Önder explains the structure: "As Aydınlı Group, we terminated total of 336 stores sites, including airport stores that operate 24/7, which are connected each other via MPLS network, in the Sparkle data center. Its dominance in fiber networks around the world is one of the reasons why we prefer Sparkle. In addition, thanks to the existing connections with the relevant telecom operators and the Cross Connect service, we also minimized our access interruption." Hence, Aydınlı Group has implemented an easy-to manage, centralized and secure infrastructure architecture with Sparkle's international wide fiber network communication experience.

"WITH SPARKLE, WE CAN USE THE ENTIRE SYSTEM WITH DIFFERENT COMPONENTS AND BACK UP DATA TO DIFFERENT SITES"

Stating that the service failure is vital, Mehmet Mart said: "Databases are very important for us, and even they should be in different data storage devices physically. With Sparkle, we can distribute our systems to the data storage units we want. At this point, Sparkle gave us many advantages by providing customized solutions. Hereby, today, I can say that we are the leading institution of our sector in the fields of sales, customer relations and technology use."

"SPARKLE MAINTAINS TRUE 24/7 SUPPORT"

Hakan Önder said that he considers much importance of the 24/7 technical support, since the company's four branches at the airports are active all day. "It is unacceptable taking payment for a retail company. For this reason, the technical support should be qualified and work continuously against any problems that may occur. There are many companies say that they provide seamless support, but at late nights, the number of companies that you can speak with an engineer is very limited. With Sparkle, we can get help from an engineer at any time of the day. Sparkle provides true 24/7 technical support. Instead of establishing customer relations in our projects, we work like business partners. These big projects were carried out through mutual exchange of information of the teams in the fields of network, information security and cloud."

SECURE MULTI CLOUD PLATFORM AND "SMART CLOUD ARCHITECTURES" WITH CLOUD CONNECT

Aydınlı Group, has been applying cloud solutions in a most efficient manner. The company implemented a reliable and fast direct connectivity to AWS public cloud recently with Turkey's most comprehensive Cloud Connect service. Today, by having integrated and unified architecture, Aydınlı Group's critical data replicated to AWS public cloud as a third location is provided by Sparkle end-to end secure connectivity services. The company regularly tests the durability of this hyper-scale cloud system and its behavior in extreme situations every month.

The state of the art connectivity services, new generation data center and tailor-made cloud solutions provided by Sparkle are in harmony with Aydınlı Group's strategy of ensuring seamless operations. Aydınlı Group, achieved the Turkey's first Disaster Recovery project with Sparkle, is not a company that follows vision, in fact the company that defines the vision in the industry with its private, hybrid and multi-cloud architecture as well as smart cloud deployments.