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*Julian Souza*  
CIO  
Viana

**Viana**

## Viana

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**INDUSTRY** Retail: Department Store

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**SOLUTIONS** **Storage Management, Modular Platform**  
**Hardware** — Hitachi Adaptable Modular Storage 2100  
**Services** — Provided by Hitachi TrueNorth Channel Partner Solvan

## Viana Optimizes Its IT Processes by 40 Percent with Hitachi Modular Storage

A Mexico-based retail corporation with over 55 years in the market of housewares sales, Viana operates with 55 branch offices nationally and has over 1,700 employees. The company wanted to ensure its growing information stores would be secure yet highly available to staff. Hitachi Data Systems offered the solution, automating Viana's IT processes and improving its business processes with Hitachi Adaptable Modular Storage.

Founded in 1953, Viana is dedicated to selling white goods, housewares and furniture, under the set value of guaranteeing the lowest price in the market. This approach has garnered an acknowledgment by FONACOT (National Fund for Workers Consumption). The organization has recognized Viana for its low price policy and credit conditions, which consider the economic conditions of Mexican families. With a catalogue of over 13,000 products, it currently has 10 branch offices in different cities of the country and 45 in Mexico City and the metropolitan area.

Within the company, the IT department has become a vital operation area, serving as a determining voice in the company's decision making. The automation of all of

Viana's processes is accomplished through IT: purchases, sales, imports, inventory and invoicing, as well as all internal IT processes. Further, IT guarantees to all of its users the security and availability of information at any time, every day of the year.

Viana's IT department is in charge of technical support as well as planning and developing automation processes for all of its branch offices and users, which include clients, end costumers, employees, suppliers, etc. Currently, this department is conducting the automation of the whole company's business processes to make them more agile. It is guaranteeing information access anytime to empower direct efforts in market research and customer service.

### Looking for State-of-the-art Technology

Viana, just like other companies, generates information daily that must be updated for business continuity. Databases of production were stored in servers and disk storage systems that did not guarantee the security of information; further, the writing and reading speeds were not optimum.

Julian Souza, Viana's CIO, says the company needed an equipment update that would allow an avant-garde approach to information technologies. It sought storage products and services supported by a prestigious brand and, above all, available at a competitive price, considering the current global economic scenario.

Through Solvan's consultanship as a Hitachi TrueNorth Channel Partner, Viana carried out the acquisition of the Hitachi Adaptable Modular Storage 2100 system. "Solvan gave us comparisons of the different storage technologies, which allowed us to be sure and make a good choice," Souza pointed out.

"Price accessibility, innovations of the product, as well as the service, were conclusive differentiators that made us choose the technology of Hitachi Data Systems," Souza said.



"The acquisition and update of IT equipment is a present and future strategy that we wish to continue through the solutions of Hitachi Data Systems, who has become our business partner, through time."

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## Results

According to Souza, the Adaptable Modular Storage 2100 is an information storage system that has a friendly, simplified and quick processing management console. The system allowed this Mexican corporation to reduce working processes by 40 percent of original time, directly benefiting over 800 users. The final implementation of the equipment took one labor day, was an unnoticeable process for the employees and provided an easy-to-learn and easy-to-use management solution for Viana's engineers.

Every night, information from all the branch offices is collected regarding sales, inventory and orders. Previously, this process took hours of work; currently, the process takes only minutes, which allows the productivity of employees to increase, as well as Viana's potential business.

"The lack of information availability is translated into decisions not made on time and sales lost. With this equipment, we can feel more calmed by knowing the information will be available when needed, benefiting not only the IT department, but also corporate, as a consequence," Souza stated.

The ERP (enterprise resource planning) of Intelisis, which contains information of the planning, marketing, sales and finance systems, as well as communication with Viana's customers and suppliers also benefited from the new Adaptable Modular Storage system. Larger storage capacity and quicker response translate into not having to increase staff in certain areas, and the customers' requirements are solved sooner.

## Vision for the Future

Currently, the company's IT objectives are the establishment of BSC (balanced scorecard), CRM (customer relationship management) and other control and information handling measures. Viana also plans full automation of the key processes of the business operation, to allow greater availability of all the resources for negotiations, as well as anticipation and planning of new strategies.

"The acquisition and update of IT equipment is a present and future strategy that we wish to continue through the solutions of Hitachi Data Systems, who has become our business partner, through time," Souza concluded.

### About Solvan

Solvan offers hardware and software solutions available in the information technology market, including storage, management and security in the management of information. The company provides value for the business and the IT areas. For further information, visit: <http://www.solvan.com.mx>.

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