



The challenge

When REWE Retail Group became the owner of the electronics retail chain ProMarkt, this should not remain REWE's only activity in the field of consumer electronics. In order to implement a particularly customer-friendly combination of specialist stores and webshop sales channels, Rewe Group had also taken over the online provider myby and thus secured advanced webshop technology. The next step was to coordinate the products on offer at the ProMarkt branches and on www.promarkt.de, and to network their IT systems.

The solution

By choosing noris network, REWE Unterhaltungselektronik GmbH entrusted an experienced operator of high-performance data centers with the hosting of the technical equipment that stands behind the www.promarkt.de webshop. noris network provides virtualization servers for the Microsoft Dynamics NAV ERP system and 26 dedicated servers for the Enfinity front-end. The systems were designed for high availability and noris network's backbone provides reliable Internet connectivity.

The successful project

noris network is responsible for hosting the infrastructure of the ProMarkt webshop. After consolidation and relocation of ERP system and webshop, noris network is responsible for the basic operation of servers, storage systems and links. In addition, REWE's consumer electronics branch also relies on noris network in terms of central firewall protection, redundant data archiving in the backup center and load balancing.

Linking webshop and branch network



"We are very satisfied with the operation and monitoring of our applications by noris network," said Gerrit Merbach, Head of Organization / IT at REWE Unterhaltungselektronik GmbH. "noris network demonstrated great expertise in the setup of our environment, and the infrastructure they provided has proven to be extremely reliable in our day-to-day operations."

Attractive offers - online and offline

ProMarkt offers the entire product portfolio both online and in the chain stores. The stores and the online shop are completely networked which allows, for example, to order products online and pick them up in a store; accordingly, online returns or repairs can be handled in a ProMarkt store if so desired. The webshop also enables customers to check the availability of products in the individual stores. To support this customer-friendly mix of retail and Internet sales, noris network took care of consolidating and relocating the ERP system and webshop and is now responsible for the basic operation of servers, storage systems and links. The scope of operations also includes a central firewall and redundant data archiving and load balancing to ensure high availability.

ProMarkt's path to the Internet: 400 Gbps backbone

REWE Unterhaltungselektronik GmbH has the infrastructure of its promarkt.de online electronics shop hosted by noris network AG. That is, the system is operated and backed up redundantly in one of noris network's high-availability data centers which directly connects to the Internet via noris network's own 400 Gbps backbone. To support Enfinity, a powerful e-commerce software for the front-end of the ProMarkt webshop, 26 dedicated servers are in use at the current

expansion stage. The underlying enterprise resource planning system is Microsoft's Dynamics NAV. To achieve maximum flexibility in the allocation of computing resources, noris network provides virtualization servers for this purpose.

"A webshop is always a challenge in terms of availability, and in view of the close connection between Internet and stationary sales that is envisaged by REWE Unterhaltungselektronik GmbH, this sales channel assumes even greater significance in terms of customer service," says Gerhard Kaiser, Key Account Manager at noris network and responsible for this project.

Data & facts

- Enfinity e-commerce software running on 26 dedicated servers
- Microsoft Dynamics NAV ERP system in own virtualization environment
- High availability with redundant backup and load balancing
- Internet connection based on 400 Gbps backbone
- Monitoring and maintenance of the systems
- Monitoring of the applications

ProMarkt

With 70 stores, 1,900 staff and a net turnover of 613 million euros, ProMarkt holds a strong position in the German market. The electronics retailer combines its attractive portfolio - ranging from entry-level devices to high-quality brand products - with customer service at the highest level. The company belongs to REWE Group, one of the most important retail and tourism businesses in Europe. The Cologne-based group generates sales amounting to about 53 billion euros and is active in 14 countries with some 310,000 employees.

noris network AG

Nuremberg-based noris network AG offers enterprise customers tailor-made ICT solutions in the areas of IT outsourcing, cloud services and network & security. Technological basis of these services is a powerful IT infrastructure that relies on noris network's own high-performance backbone and multiple high-security data centers. noris network AG is fully certified according to ISO/IEC 27001 and ISO/IEC 20000 and has a BSI certification for its own data centers. The data centers have been awarded the maximum rating of five stars in the eco Datacenter Star Audit conducted by eco (Association of the German Internet Industry).

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